

# PUBLIC RELATIONS JOURNAL



*International Relations . . .*

**JULY, 1955**  
**VOL. XI — No. 7**

**75 CENTS**

**Wall Street comes to Main Street**

**Page 3**

**A Supreme Court decision and  
public relations techniques**  
**Page 6**

**A fire made them famous**  
**Page 8**



Here's a tip, Mister—

## Use This One-Stop Service

Want to be sure of a well-organized, smooth-running, hard-selling meeting of any size and save a lot of work, worry, time and expense? Call on *The Jam Handy Organization* for one-stop service.

All you need to do is tell Jam Handy what to accomplish—whether it be to win community support, introduce a new policy, inspire your employees, or conduct a training course. Help on every phase and detail will be available to you. You can get competent help on plans, charts, decorations, speech-coaching, etc., right up to the full-dress staging. You get a complete package, carefully coordinated, tailored to your budget and to your purpose.

With this One-Stop Service you deal with one organization and pay only one bill. When you do the job with the help of Jam Handy you can relax. You have assurance that every detail will be taken care of rightly.

Just call the office nearest you and let them show you how you can get all this help.

*The* **JAM HANDY**  
*Organization*

Speech Coaching  
Decorations  
Music  
Briefings  
Programs  
Entertainment  
Presentations  
Conference Plans

Motion Pictures  
Meetings Packages  
Demonstration Devices  
Training Devices  
Skits  
Animated Cartoons  
Slidefilms  
Transparencies  
Slides  
Turnover Charts  
Poster Charts  
Banners

Pageants  
Stage Presentations  
Portable Stagettes  
Meeting Equipment  
Projection Service  
Film Productions in Color  
Convention Services

Offices →

NEW YORK 19  
1775 Broadway

• DAYTON 2  
310 Talbott Bldg.

• DETROIT 11  
2821 E. Grand Blvd.

• PITTSBURGH 22  
Gateway Center

• CHICAGO 1  
230 North Michigan Ave.

• HOLLYWOOD 28  
1402 Ridgewood Place

## NOTED IN BRIEF . . .

• Economic necessity is combining with an enlightened concept of human relations to bring Wall Street to Main Street, says Thomas W. Parry . . . and the result is more harmonious labor relations and higher individual productivity—which strengthens both the economic and moral fibre of our country.

• Read literally, the Supreme Court decisions outlawing segregation in the public schools apply only to education—but an examination of the surrounding backgrounds will show that the public relations man must accept them intellectually for what they are—a beginning, not an end. Read Mr. Baker's thought-provoking article on the broad public relations aspects of these decisions.

• Most people looking at the ruins thought that C & D Batteries, Inc. would be out of business after a disastrous fire that destroyed 80% of the plant. Yet within three days the company was in partial production, and in full production in a month. Good public relations was a prime factor.

• Industry in Holland extended an Open House invitation to Parliament—and both gained from the experience . . . Dr. Pendray analyzes replies on the aging employee question.



**Milton Fairman**  
Editor

**G. Edward Pendray**  
Editorial Consultant

**Robert L. Bliss**, Managing and  
Advertising Director

**Natalie D. Ellinger**, Editorial Executive

**Woodrow G. Gatehouse**, Business Manager

**Katherine R. Zito**, Circulation Manager

**Diane Davis**  
Advertising

Editorial Office: 2 West 46 Street  
New York 36, Circle 6-0741

Published monthly, copyright 1955 by the Public Relations Society of America, Inc., at 2 West 46th Street, New York 36, N. Y. George M. Crowson, President; Robert L. Bliss, Executive Vice President; W. Howard Chase, Vice President; William A. Durbin, Secretary; Ward E. Stevenson, Treasurer. Of the amount paid as dues by members of the Society \$7.50 is for a year's subscription for the *Public Relations Journal*. Reentered as second class matter October 29, 1954, at the post office at New York, N. Y., under the act of March 3, 1879. Additional entry at Rochester, N. H., October 6, 1954. Subscription rates \$7.50 a year; foreign \$8.50. Single copy 75 cents.

# PR JOURNAL

2 West 46th Street • New York 36, New York • Circle 6-0741

VOL. XI, No. 7

JULY, 1955

## ARTICLES

### Wall Street comes to Main Street . . . . . Thomas W. Parry 3

*A public relations consultant shows how Wall Street is wooing Main Street through two devices—employee stock participation plans and promotional programs by Stock Exchange member firms.*

### A Supreme Court decision and public relations techniques . . . . . Joseph V. Baker 6

*A well-known Negro public relations consultant explains the broad public relations aspects of the Supreme Court ruling outlawing segregation in the public schools.*

### A fire made them famous . . . . . John T. Hall 8

*How good public relations and fast action put C & D Batteries, Inc. back in business in less than a month after a disastrous fire.*

### Parliamentary relations . . . . . Dr. M. Weisglas 10

*An interesting Dutch public relations project.*

### Our aging employees . . . . . 12

*A panel of 100 PRSA members set forth their ideas and opinions on our aging fellow-citizens.*

## COVER PHOTO

*One of the many leading personalities on PRSA's New York Chapter's program this year—Perle Mesta, former Ambassador to Luxembourg, flanked by J. Raymond Bell, program chairman, and Mrs. Wendell Willkie, one of the many distinguished guests who attended the May meeting.*

### On Their Own

A SIGNIFICANT announcement that appeared almost unnoted was the American Medical Association's discontinuance of its "seal of acceptance." Indicating acceptance of a product for advertising in AMA publications, the seal had long been esteemed by manufacturers of foods, drugs and cosmetics. The AMA's reason for abandoning it: "Manufacturers have assumed more and more their share of the responsibility in marketing worthwhile products." A tribute to the public relations sense of business, which we hope manufacturers will continue to merit.

### Educational Materials

A SCHOOL OFFICIAL recently stated that 95% of the "propaganda" intended for school use ends in the wastebasket. This statement deserves examination. If it is true, something is wrong with the judgment of educators. When anyone discards 19 out of 20 offerings we suspect laziness, bias or sheer unimaginativeness. However, it is undoubtedly true that much school material can be improved. Business and labor, government and private organizations directing messages to the schools should engage the specialized counsel necessary to provide materials that serve their ends and are also worthy of school use.

### PR and the President

THE WHITE HOUSE press conference has been the principal center of world news ever since 1933. It has also been, for better or for worse, the PR pivot of the United States of America. No single other medium has been so potent in shaping world opinion about the U. S. And no single other medium is so potentially dangerous.

Franklin Roosevelt, with his typical self-confidence, originated the press conference in its present form. Where his predecessors had required questions to be submitted in advance, FDR genially offered to take on all comers at the drop of a hat. Where predecessors' views were often reported as coming from "a White House spokesman," FDR allowed direct quotations. His precedent has been followed by Presidents Truman and Eisenhower.

Cross-examining the President and quoting him for curbstone opinions may be both good and bad. On the asset side, the practice testifies to the essential democracy of this country of ours, provides a warming and usually admirable picture of the nation's leader, and contributes to a better understanding of national and international affairs. There are also liabilities. Over the years, misinformation about matters of vital importance has occasionally flowed from the conferences and some blunders in PR judgment have had serious international as well as national repercussions.

When these lapses occur, the man in the White House is held responsible and is showered with

editorial brickbats. Yet, it is the system and not the President that should be taken to task. Presidents are selected for qualities other than their ability to ad lib, or be an encyclopedic information desk, or play hop-scotch with nimble reporters. Yet the press conference, as presently set up, demands these qualities of the President and thus endangers the standing of the Government at home and abroad.

We are now happy to learn that some Washington correspondents are concerned about the dangers of the press conference. James Reston of the N. Y. Times reports that some feel Mr. Eisenhower "does not modify it (the conference) enough in the national interest." They see no reason why the President cannot take notice of a tough question and give his answer later in writing, or hold up an answer long enough to give his experts a chance to point out its dangers.

Over the years we have annoyed our newspaper friends by showing the perils of the free and easy exchanges of the White House press conference. And although we are less concerned about possible slips by the present interviewee than by his predecessors, we are happy that some of the correspondents now suggest that conference techniques be changed. Since we were once in the newspaper business ourselves we are naturally for the "story." But a score of years in PR has convinced us that the public position of the U. S. Government, at home and abroad, is far more important than the headlines.

### PR Bright-Sidedness

THERE'S NO ARGUING with Paul A. Schrader, Director of News and PR of the Toledo Blade, and his recent comment that "No one writes about public relations except in terms of success." Best we can do is to suggest feebly that it be qualified to read "almost" no one.

We can, however, advance some reasons for this onesidedness in most PR writing that disturbs us as it does Mr. Schrader. The buoyancy that helps many PR efforts does not encourage hard-boiled analysis. Results of PR work are often elusive and hard to measure. An understandable human reluctance to confess error or admit failure is present in PR as in other fields. Few professions are well-rooted and flourishing enough to bloom in the chill glare of objectivity. Finally, American life—in most of its departments—is keyed to the Horatio Alger theme; we love success and are uneasy in the presence of failure.

These are the reasons that give rise to Mr. Schrader's complaint—not the answers to it. The growing maturity of PR people will certainly help develop a healthy self-appraisal. Eventually we should be able to recognize that error—even failure—may attend the best-conceived PR plans. And when this realization is reflected in our reporting we shall be well on the way to developing a solid literature.



# Wall Street comes to Main Street

By Thomas W. Parry

Senior Partner  
Thomas W. Parry Associates,  
St. Louis, Missouri

**E**CONOMIC NECESSITY is combining with an enlightened concept of human relations to bring Wall Street to Main Street.

Whether the former motivated a sharper awareness of the so-called masses in terms of human individuals or the latter happily coincided with an economic exigency, the results are the same: the ownership base of American industry is widening, a process that inevitably will accelerate in the decade ahead; rank-and-file employees are beginning to gain, through participation as owners, a

more convincing voice in shaping the policies and practices of the companies they work for, and management—so it hopes—is laying a solid foundation for more harmonious labor relations and, therefore, higher individual productivity.

It has become necessary for corporations to sell their common stock to the masses including their own employees, for the very obvious reason that the masses now have the money. Aside from the matter of economic necessity, corporate management increasingly is

regarding it sound business practice to cut employees in for more active participation in the affairs of the companies for which they work. The idea is based on the reasonable premise that an employee who owns a slice, however small, of the company he works for will be more understanding and sympathetic of its problems.

Wall Street is wooing Main Street principally through two devices: corporate plans whereby employees may buy common stock through payroll deduction, and more vigorous and appealing promotional programs by member firms of the Stock Exchange, designed to compete with life insurance and savings accounts for the new dollar in Joe Doe's pay envelope.

There is nothing new about employee stock purchase plans. A number of large and well known corporations had them in effect in the twenties. What is new is the fact that such plans have been notably increasing in number in recent years. It is quite probable that the publicly-owned corporation without such a plan five or ten years from now will be the exception.

Ironically, some of the very corporations whose thinking on this facet of human relations was years ahead of the times are the ones which regard the employee stock purchase plan as something best left interred. They are the ones whose plans, established in the twenties, were victims of the depression which struck in 1929 and continued into the thirties. As an executive of one such corporation puts it, "a boom was on, the price of our stock was high, and we sold it to employees. Then the boom busted, the price of our stock went way down, a lot of our employees not only lost money on their investment, but also lost their jobs in the retrenchment program. Since most industrial common stocks are speculative, it appears to us that the risk is always present."

In the course of a study for a client corporation which was considering such a plan and has recently established it, I communicated with twenty-three corporations to find out what they think of the employee stock purchase plan as a means of establishing pleasant and profitable relations between management and employees. While each corporation is a well-established leader in its industry, each was selected because I am personally acquainted with its public relations director. It was felt that responses would be more detailed and candid than might be expected through

an impersonal survey among a broader industry segment.

The common stock of twenty-one of the twenty-three corporations is listed on the New York Stock Exchange. Of the twenty-three, sixteen are consumer, seven heavy industries. The former include food, brewing, air conditioning and oil, while among the latter are representative organizations in the steel, chemical and mining industries.

Twelve of the twenty-three presently have employee stock purchase plans in operation; four formerly had such plans but have discontinued them; seven do not and never have had such plans. Nine of the twelve are comprehensive plans in which all but the very newest employees are permitted to participate; three are limited to officers and key employees. Eight of the twelve have established their employee stock purchase plans within the past eight years, while three were inaugurated from twenty-two to twenty-eight years ago. One failed to report on this factor.

Top management of those corporations which provide stock purchase plans for employees is virtually unanimous in its conviction that such plans constitute a most effective vehicle for strengthening cordial and mutually profitable relations between management and employees. With equal unanimity, executives find it extremely difficult to pinpoint concrete illustrations—such as increased production or fewer work stoppages, for example—as evidence of the dollars-and-cents payoff, employee relations-wise, of the employee stock purchase plan.

Comments of executives of the twelve companies that have such plans may be boiled down to two convictions: (1) because they draw employees into more active company participation, these plans increase understanding of management's problems and policies and result, therefore, in a more sympathetic attitude toward company problems; (2) the personal experience of stock ownership (participation) is the most convincing method of communicating the facts about the individual company and the American business system.

This enthusiasm is not shared by the three companies whose plans, established in the twenties, were victims of the depression that followed the stock market collapse of 1929. They apparently look on the employee stock purchase plan much as the youngster, once burned, regards fire. In the case of one of these companies, which operates retail stores throughout the United States, its em-

ployee stock purchase plan "met an untimely end when the market went to pieces and stock on the open market was not worth half what employees still owed on stock they had purchased through the plan."

If, however, employee enthusiasm, measured in terms of participation, is a plausible criterion, there appears to be ample proof of the effectiveness of the employee stock purchase plan in terms of mutually profitable management-employee relations. Within less than four years after one company inaugurated its plan in 1949, for example, 21,000, or 95 per cent of its 22,000 employees had availed themselves of the opportunity to buy its common stock.

One of the most successful of the twenty plans reported in the survey was established in 1926 by a national oil company. "In the first plan," an executive wrote, "1,499 employees enrolled. This has gradually increased over the years until in the plan which started last July something better than 11,000 employees were enrolled. As a result of this plan, more than one-half of the company's stockholders are employees and four out of each ten employees are stockholders." And wrote the president of this company: "Of all the ways which may be used to communicate the truth about our American business system, none can instill the depth of conviction which comes through personal experience. To survive, capitalism must be more than a name; it must have real meaning for the great majority of American people. To our employees who participate in our stock purchase plan, capitalism is more than something the boss talks about."

Purely aside from their effect on employee morale, company presidents quite frankly favor the employee stock purchase plan as a means for raising needed capital.

"While the plan was not devised as a means for raising capital," wrote one of them, "nonetheless the sale of stock to employees in this manner has provided the company with some part of the capital needed for its development; and the somewhat added cost of obtaining it in this manner, as compared to sales of common stock to the public, has, in the opinion of the directors, been well worthwhile."

Concerning the question of promoting their stock purchase plans among employees, management opinion is sharply divided. Some companies engage in all-out programs to persuade their employees

to buy company stocks; others meticulously shy away from any statement that might imply to employees that management would like them to own stock in the company.

One corporation, for example, went so far as to sanction a contest among its employees to stimulate their purchase of stock. An opposing viewpoint is illustrated in the following comment of a company president: "No promotion of our plan has been undertaken because the directors feel that any employee wishing to become a stockholder should know that such a plan is available to him, but should not feel any urge from management to take up the plan."

Impetus to the trend toward establishment of employee stock purchase plans is being given by such organizations as the New York Stock Exchange and the National Industrial Conference Board. Published in 1953, a revised edition of its booklet titled "Stock Ownership Plans for Employees" was announced by the Stock Exchange as "part of its long range program to make America a nation of share owners." The National Industrial Conference Board has published for distribution to its industry and business members a study covering "Stock Ownership Plans for Workers." Previously the Board had published another booklet under the title "Executive Stock Ownership Plans."

Efforts of the Stock Exchange and its member firms to develop the new middle-income market for the sale of common stock are by no means confined to promotion of the employee stock purchase plan. The Exchange for several years has been sponsoring a national advertising program in newspapers and magazines as a kind of heavy artillery to support the efforts of its member firms in selling common stocks to the millions of individuals who comprise this market. It is continuously feeding new advertising and merchandising ideas to these firms. It has recently perfected a Monthly Investment Plan, through which its member firms are now selling common stocks on an installment basis with payments ranging as low as forty dollars quarterly.

Just how effective all this promotion will be in winning the mass market is a matter of conjecture. While some of it is unquestionably good, the bulk of it, in the opinion of this author—as well as some investment bankers—fails to appeal to Joe Doe in terms of his wants and his hopes. Threading through virtually all the promotional literature of the Stock Exchange, for example, is the

appeal to ownership of American business and industry. It is doubtful that Joe Doe is the least bit interested in ownership of American industry for the sake of ownership. Rather, he *wants* security for his family. He *wants* some day to retire from the daily grind with a modest income. He *wants*, as he passes middle age, the serenity of leisure hours before the fireplace which the insurance companies picture for him so enticingly.

Much of the illustrative material in common stock promotional literature fails to persuade. On the cover of one pamphlet, for example, is a picture of Joe Doe carrying an oversize stock certificate that bears a drawing of a factory. Contrast this illustration with the human want stimulators that decorate the life insurance advertisements—the family group, complete with dog and fishing rod, picnicking on the shore of a pine-bordered lake of blue; mother and three children grouped around the outdoor table on a comfortable patio while sport-

shirted father, barbecuing the steaks, says "Thanks to our Blank Insurance Life Plan, my family will always have a home."

An overwhelming majority of the newspaper advertising of investment banking firms not only falls short in its copy appeal, but is published on financial pages, which are read by relatively few prospective customers in the middle-income bracket.

Indicative of the trend toward more competitive promotional techniques, however, hard-hitting selling notes are beginning to be sounded with increasing frequency. One recent advertisement by an investment banking firm related how one, by investing a thousand dollars a year in common stocks, might possibly retire in twenty-five years with an income of five thousand dollars per year.

One reason, of course, for the dullness, the absence of sales punch in common stock promotion is the altogether com-

mendable policy of investment bankers neither to mislead nor misinform the public. But it does appear that in their honest zeal to warn of the element of risk involved—the possibility of loss—they are only tentatively whispering of the more probable opportunity to gain through accumulation of common stocks of sound, well-managed corporations.

Another clue to the failure of investment bankers to utilize the most modern merchandising techniques to sell common stocks is found in their inherent difficulty in pulling away from firmly rooted tradition. The traditional market for common stocks has been among the upper stratum, among persons of moderate to great wealth. The investment banker, as a result of his traditional culture, not only has not learned to talk the language of the masses; he subconsciously perhaps dislikes the necessity of having to do so. Another deterrent to the imaginative promotion of common stocks is to be found in the restrictions imposed by the Stock Exchange upon member firms as to what they may say and how they shall say it.

Yet there is little doubt that the very future existence of the investment banking business, as well as the healthy development of industry, depends upon the former's success in developing a new market for common stocks among the millions of middle-income wage and salary earners, merchants, farmers and professional people. No one knows this better than the investment bankers themselves, and no one knows better than they that they have barely begun to scratch the surface in cultivating this market.

In view of the facts, it would seem reasonable to predict that the present trend toward wider ownership of industry is about due to gain considerable momentum; that, in the decade ahead, the people who live on Main Street will become majority partners in Wall Street.

The net result, in the opinion of this reporter, will constitute a gain for America. Widespread ownership of industry will strengthen both the economic and moral fibre of the country. As more and more employees become part owners of the companies for which they work, industry, labor and consumer will benefit: participation will beget understanding and understanding will beget harmony, without sacrificing realistic but enlightened self-interest on the part of either labor or management. • •

## NINE DANGERS CONFRONTING THE PRACTICE OF PUBLIC RELATIONS

1. The somewhat pious declaration, now being repeated in accelerated fashion, that every public relations campaign must be in the public interest.
2. The tendency of the public relations department to make itself bigger, but not necessarily better.
3. The tendency to change the name of the function or the department to something dramatic or romantic.
4. The tendency to "reach young America early," as one program puts it, which is a way of saying that this outfit wants to tell its story to grade school children. This is treading on extremely dangerous ground.
5. The refusal of public relations officials and firms and associations to do anything about the many fraudulent operations which are using the name public relations for variegated activities.
6. The persistent stubbornness with which many public relations men cling to the notion that they must deny on an average of three times a day that they are publicity men. Or to be thoroughly horrified if they are called press agents. And this despite the fact that in most success reports great stress is placed upon clippings and air mentions.
7. The tendency to destroy spontaneity by following a pattern, and the tendency to discard anonymity. Fifteen or 20 years ago the public relations functionary was back stage. Of late, the boys have been moving up front and center, and some devote a lot of time to publicizing themselves.
8. The tendency, upon acquiring some success, of the public relations man to draw away from contact with the very people he was hired to reach.
9. The tendency to discredit a sound notion that the best public relations workers generally are men with newspaper experience. It is a matter of record that fewer newspaper men are going into public relations work today than in years past. The reason is simple—public relations has grown faster than the supply. Why else would many departments of journalism add public relations to their curricula?

—PAUL SCHRADER  
Director of News, Toledo Blade  
Address, Fourth Annual Public Relations  
Directors' Institute of Kansas

# **A Supreme Court decision**

---

## **and public relations techniques**

**By Joseph V. Baker**

President  
The Joseph V. Baker Associates, Inc.  
Philadelphia, Pennsylvania

**T**HE U. S. SUPREME COURT has ruled that it is illegal to segregate children in public schools, and the language of the rulings is clear. Read literally, the decisions apply to schools and to schools only.

But desegregated schools were incidental. They were the pivotal issue, a compass needle pointing a direction; they were not the goal. An examination of the background against which the decisions were made, and an understanding of the feintings surrounding them, will clearly establish that they are not an end, but a beginning. For the public relations professional, these decisions are doubly important. First, he must accept them, intellectually, for what they are—a beginning. Then, in his business role, he must persuade his clients of the business need to accept them, or, at the least, of the consequences of ignoring them.

For twenty years, the extremely able leadership of the National Association

for the Advancement of Colored People had been fighting a probing action. Its lawyers had kept constantly before the high court: In the areas of restrictive covenants, governing the sale of real estate; the voiding of artificial instruments shaped to prevent Negroes from voting; and the jungle of conflicting laws in which Negroes were segregated in interstate transportation.

This was what the public saw. These were the cases whose successful prosecution pushed the NAACP membership to half a million and made it the most powerful voice in the field of civil rights in the world. Behind the scenes, however, there was always the unshaken conviction that until NAACP could get a decision which outlawed segregation by labeling it a discrimination, per se, the route would always be by the hills.

The plans were carefully laid, beginning with the persuasion of the late Dean Charles Houston, of the Howard University Law School, to take a leave

long enough to overhaul NAACP's legal department. Until that time, NAACP cases had been argued by devoted attorneys, but there had not been sufficient money to establish a full time and permanent department. Dean Houston took the assignment, in the early 1930's, and recruited a promising young Negro lawyer who had been one of his students. This beginner at law was Thurgood Marshall of Baltimore.

In the years that followed, Marshall succeeded Dean Houston and firmly set the eye of the NAACP and that of all American Negroes on the single task of retreading the basic tenet of American equality. In this accomplishment the NAACP received free legal advice from a battery of able lawyers, mostly Negroes, for which it would have had to pay an estimated two million dollars.

The decision came in the area of public education; but the Association was equally prepared to drive for it in other fields. It had whittled away at the old bastion of segregation in interstate transportation until it had all but fallen. And many leaders will testify that it was in this sector, rather than in education, that the final assault had been planned.

For the public relations man, whether he serves as outside counsel or a department head, the implications of the Supreme Court edicts can be clearly outlined. NAACP will now, almost surely, move into the total area of economic equality—qualitative as well as quantitative. It must do this to make fast the new freedom set in motion by its own efforts and the Supreme Court.

NAACP believes that proportionate equality in numbers may now be safely trusted to the thoroughness of American competition, and to the appeals of competitive labor unions. But NAACP is now also seeking equality in kind. And it is at this juncture that the public relations mind must come to prayer with management, for the measure of discrimination will no longer be just the size of the Negro payroll, but the size of the Negro paycheck as well.

To attempt to predict how the NAACP will move is a hazardous assignment. However, if it follows its own blueprint, it will be, before many snows, boldly knocking on any door, beyond which Negroes are not now allowed, with a strong-voiced request that the discrimination practiced against them be discontinued.





*Joseph V. Baker is president of Joseph V. Baker Associates, Inc., a public relations firm specializing in the Negro National Community.*

*Born in South Carolina, Mr. Baker was trained to teach in its schools, but turned to journalism in Philadelphia instead. He entered public relations in 1934, as the head of the firm of which he is now president, and his organization is retained by some of the foremost of the country's industrial concerns. Mr. Baker is a charter member of PRSA's Philadelphia Chapter and served as vice president during 1953-54.*

Some of the refusals it will contest in the courts. But since the greatest difference between the actual efficacy of one bar of soap and another is nearly always measured in terms of its public acceptance, the Association will get into the business of boycott. Management cannot heedlessly check off a market into which upward of fifteen billion dollars a year now flow. Nor can the growing concentration of a major portion of 14,000,000 people in metropolitan centers be winked at when the task of making acceptable climate for a product in a competitive market is at hand.

The Association's greatest weapon, however, will in all probability be what Vice President Nixon calls the "persuasive buying power" of the Federal Government. Distinctly a political factor swaying the balances of 16 seats in the U. S. Senate and 51 posts in the House of Representatives, Negro requests, as voiced by NAACP, are likely to bring into any conference the Government of the United States as a "friend of the court."

It is not, in the soundest judgment, the province of the public relations professional to pass upon the quality of court decrees. It is not, one must just as firmly believe, the assignment of our profession to try to make the Constitution of the United States turn hand-springs for our clients or corporate employers.

However, it does appear that the good professional will not refuse to listen and report the sounds of waters that lash the shore before the tidal wave breaks over the barrier. In this instance,

the Supreme Court has spoken a clear language for the alert to heed.

Where does the public relations man move in? How does he go?

After 21 years of fairly successful practice in this highly sensitive field of specialization, one is forced to conclude that the finding of fact is still a basic prerequisite for the good approach. In this regard, it has been the general experience of our firm that most public relations men are unaware of ten per cent of the country's population.

They have no idea of why that portion acts as it does; why it seems to travel on its heart instead of its head; and in what degree it reacts, after nearly a hundred years, to the malaria of enforced inferiority. Without this intelligence, men who guide the public policy of the foremost blue chip corporations in the country are ill-prepared when attacks arise in the minority sector.

The public relations man can do one of two things. He can continue to tell his management to disregard the whole implication of the Supreme Court decisions; to depend upon generally circulated media; to stay from across the railroad tracks; and to act as if one out of every ten persons in the country did not exist.

On the other hand, he can begin now to follow the conduits of minority opinion to their sources. He can find out for himself what the phrases "National Urban League" and NAACP mean to 14,000,000 people with

\$15,000,000,000. He can go across the railroad tracks and can break bread with those who sit astride these, and other conduits, to find, as he would, that they too are human.

To subscribe to the first remedy is to invite exposure of top management to public embarrassment and competitive products to loss of a substantial market. In addition, such a policy leaves a vacuum of inaction into which anything, including a labor movement seeking increased political power, may move.

The advantages of the alternative would appear clearly marked and there are those, small indeed in number, who can attest that taking that road adds up in things as concrete as annual reports, even as it guards against exposure of top management to the hazards of unpreparedness.

The opinions of the Supreme Court had schools on their labels, but there are endless paragraphs of small print that will rise to haunt the public relations man who hies off to his swivel and assures his management that all is well. These opinions solidified the determination of 14,000,000 American Negroes, and many non-Negroes, to rally their forces for a general assault against a whole line of inequities they believe to be foreign to the American Way. And, regardless of any personal convictions, pro or con, it would seem to be professional commitment of the efficient public relations man to at least have his homework done in advance. • •

## PROVIDING SOCIAL GAINS

If we excel in steel tonnage, electric appliances and food calories, we lead the world also in libraries, art museums, hospital beds, parks and playgrounds, and Red Cross and Community Chest contributions. Despite the distractions of modern living, we see our church membership increasing faster than the population, with freedom to worship giving us a choice of more than 250 denominations. We buy and read more magazines, books

and newspapers, we have more radios and television sets, we attend more movie houses and theaters, and we listen to more symphony orchestras.

This is not mere coincidence. The material welfare provided by industrial expansion has given us the means, as well as the leisure, to indulge in cultural pursuits. It has given us the means, and the leisure, to do more for our fellowmen.

HAROLD BRAYMAN  
Director, Public Relations Department  
E. I. du Pont de Nemours & Company  
At Second Annual West Virginia  
Industrial Development Conference  
West Virginia University, Morgantown

*The assembly room—before and after the big fire.*



## A fire made them famous . . .

By John T. Hall

John T. Hall and Company  
Philadelphia, Pa.

**W**HAT WOULD YOU DO if a sudden fire destroyed 80 per cent of your plant plus all sales records? That was the problem faced by C&D Batteries, Inc. of Conshohocken, Pennsylvania, on Sunday, November 29, 1953.

When the ashes cooled, a quick check showed that the main plant, offices, engineering department, and laboratory were destroyed. In addition, all sales department records, orders, and correspondence went up in smoke. Thus, C&D had no way of knowing what orders were on the books and what had been shipped.

A management group surveyed the damage and decided to stay in business. In addition to the obvious problem of replacing equipment and arranging to lease nearby facilities in which to set up production, C&D had two broad public relations problems. These were:



1. Prevent cancellation of orders; by assuring customers that their orders would be filled promptly—and thus discourage them from turning to other sources of supply.
2. Impress upon the employees that they would be back at work as fast as humanly possible—and thus maintain a skilled labor force.

These problems were intensified by the fact that the fire started on a quiet Sunday, so all the local newspapers, radio, and TV stations gave good coverage to the story. And of course it didn't take long for a few competing salesmen to spread the rumor that C&D was going out of business.

To help solve these problems, management turned to its advertising and public relations counsel. A plan was

swiftly evolved and put into action: Letters were sent to the field sales force explaining the situation as far as deliveries were concerned. The sales force in turn sent in duplicate copies of orders and notified the customers of the approximate delay in their order. At the same time, letters were sent to the home of every employee telling them what was being done and when they might expect to be called back to work.

After three days of intense effort enough facilities were restored so that it was possible to start charging new batteries that had escaped the fire. All local papers, radio and TV stations, and wire services were informed of this progress. Many reporters didn't believe it and came up to the plant to see for themselves. As a result, the resumption of production received almost as wide a coverage as the original fire.

Copies of photographs made by the photographers in their original and follow-up stories, as well as those made by C&D's staff photographer were used to illustrate a special issue of C&D's house magazine. This was written, produced, and distributed throughout the country by Saturday—less than a week after the fire!

Rebuilding the plant started the minute C&D's insurance companies gave approval and building of temporary facilities in leased space started before that. Employees were kept informed of the progress by letter and telephone, and were called back as fast as possible. As a result of treating the employees fairly, and keeping them informed, C&D had every single employee return to his job!

During the next several months, attention was concentrated on C&D's customers. Full page advertisements were run in every publication on C&D's schedule, plus several others, telling the whole story—with a picture of the damaged plant, and a picture of the power being turned on. And—it told the truth about delivery dates. No rosy promises, no half truths. As a result of this honesty, many customers who had cancelled their orders agreed to the delay and reinstated them.

The C&D fire and recovery story and its attending problems was a natural for trade editors from many different aspects. After some discussion four were chosen: Sales, Purchasing, Plant Engineering and Management. Editors of publications in these fields were ap-

proached and the result was a series of articles in a key publication in each of these fields. Thus the whole story of C&D being a living, breathing organization was continually and completely told.

Besides making sure everyone knew that it was still producing batteries, the company enlarged its plant and completely overhauled its production techniques and facilities. These developments were passed on to the trade press via news releases as they occurred.

By mid-summer of 1954 it began to appear possible to have the enlarged and modernized plant in full operation by the anniversary of the fire. Consequently a two-day open house was planned. The idea of two days was to give employees, their families, the business people of the community and the local press an opportunity to visit the new plant and to dispel the idea that

a battery plant is an undesirable place to work. The second day was devoted to suppliers, customers, trade press and important prospects. Activities on both days included plant tours, a luncheon, and demonstrations of the operations involved in battery making.

Once again C&D received very good coverage in both local and trade press. Material from a press kit was used in many of the trade papers and the re-establishment of C&D as an important factor in the industrial storage battery field was completed.

By working with competent public relations and advertising counsel, C&D achieved its objectives. Yet it was done without a long range program. Because of the emergency nature, a complete program was never spelled out. Instead, each facet of the recovery was developed fully and completely as the rebuilding progressed. • •

## THE GREATEST GOOD FOR THE ENTIRE NUMBER

We talk a lot, nowadays, about the "greatest good for the greatest number"; but if we stop to think about it, that really isn't what we mean at all. The "greatest number" has nothing whatever to do with it.

Should we ignore the hardships of the unemployed merely because their number is so small? Should we tolerate injustice to investors on the grounds that they are a minority group, too weak to defend themselves against discrimination? Do we really believe that the so-called "many" have some God-given right to exploit "the few?"

Or do we believe—as our forefathers did—that every living soul in this nation has the same rights as every other, and that the welfare of each is a matter of equal concern to us all?

Well, on that question, there can never be any division of thought among true Americans. What we honestly want, is the greatest good for the entire number—and for every man and woman in this land; and if, by some miracle, we can ever restore that homely philosophy to the public discussion of the grave national issues that confront us in these troubled times—then truly we shall, in my humble opinion, have performed with God's help, the greatest possible service to every man who needs a job, to every man who has a job, and to every man who will seek a job, through all the years to come!

BENJAMIN F. FAIRLESS  
Then Chairman of the Board  
United States Steel Corporation  
Before Charleston Chamber of Commerce



*Dutch parliamentarists display great interest in precision work at a shipyard.*

## Parliamentary relations . . .

*An interesting Dutch public relations project—*

**By Dr. M. Weisglas**

Director for External Relations  
Verbond Van Nederlandsche Werkgevers  
Holland

**T**HE EVER-INCREASING INFLUENCE of legislative bodies on industrial development makes it necessary for industry to pay much attention to its parliamentary relations. Decisions of these bodies often have far-reaching consequences. Therefore it is important that their members have a clear idea of what is happening in the industrial world.

On the other hand, the ever-increasing social responsibility of the industrialist makes it desirable for him to have a clear insight into the significance and activities of the Parliament.

Mutual knowledge and understanding will become effective only if the

member of Parliament and the industrialist meet one another on a personal level. This consideration led in the Netherlands—for the second time—to a personal meeting of the two groups on a large scale.

The Central Federations of Industry extended an invitation in 1954 to the 150 members of the "States-General"—the Dutch Congress and Senate—and invited them to be the guests of Netherlands industry for a period of four days. In 1951 this invitation was accepted by one-third of the members of parliament; this time nearly two-thirds of the members, representing all political parties, participated.

### How the trip was planned

During this four-day trip, four important industrial centers were visited. Bus, train and plane were used for transportation; the first meeting took place in the evening on board an ocean steamer at the Amsterdam harbour. Each member of Parliament was able, for his factory visits, to choose from seven industries every day, so that a total number of twenty-eight industrial plants was involved. These twenty-eight factories represented a variety of many different lines and included big industries as well as small ones.

In general, a visit to the factories lasted the whole morning. After a short introductory briefing a visit was paid to the factory itself. This lasted about one hour and a half, so that before lunch there still remained about an hour for discussions. In each factory a delegation of the employees was present at the discussion.

In the canteen of the factory a simple lunch was served, which offered an opportunity for exchange of views, which was of course quite unrehearsed. It had been planned beforehand only in so far as, when a selection of the factories to be visited was made, it was established beforehand which problems would receive special attention there. Members of Parliament could take this into account when determining their schedules.

The problems that received special attention were production and research, industrial relations, vocational training and export promotion. On a certain visit to a factory, one or more of these problems would sometimes be empha-

*Dr. Weisglas has been director for external relations of the Federation of Netherlands Industries and the Netherlands Central Federation of Employers since 1951.*



*For the first six years after the war he was in charge of public relations of the Netherlands Ministry of Economic Affairs.*



sized, though, of course, a strict schedule was not adhered to in the ensuing discussion and exchange of thoughts.

The study meetings, held in the evening, were, however, wholly devoted to these problems. To ensure that the factory visits and the evening discussions would be as effective as possible, the members of Parliament had in advance been furnished with an informative booklet. It contained a short description of each factory and the various problems were explained in a general way.

### Study meetings

One evening meeting was devoted to the discussion of production and research problems, one evening to the problem of industrial relations and vocational training and one to export problems. An attempt was made to draw the members of Parliament into the discussion as much as possible.

For instance, the President of the Industrial Productivity Center and a representative of the trade-union movement gave, on the first evening, a short general introduction, which was followed by a lively discussion. This was then followed by a productivity film, shown for the first time, depicting the problems, which had been the subject of discussion.

During the meeting devoted to industrial relations, eight members of Parliament were invited to form a discussion group with an industrialist. This group discussed a problem taken from actual practice according to modern discussion methods. It was interesting to see that the political representatives, after having gone into the matter under discussion, arrived at conclusions which did not materially differ from those reached in practice by the industrialists.

The export evening was held in the form of a forum consisting of seven manufacturers from various lines of industry who explained their views on several export problems. This resulted in a lively discussion with the members of Parliament who, in the legislative field, may exercise a considerable influence on the export.

### Other relations

This industrial visit of about a hundred members of Parliament involved of course many other groups in addition to the approximately 800 industrialists. The study meetings were pre-



*Members of the Dutch parliament visit a modern flour mill.*

ceded by joint dinners offered by manufacturers of the region visited that day. Numerous local and regional authorities attended those dinners and the subsequent study meetings.

Press, radio and film representatives were, naturally, invited on a large scale. Representatives of the most important daily and weekly papers took part in the trip; during the various study meetings and visits to factories many journalists of the local press were present. Besides numerous press reports, five national and two regional broadcasts enabled the Dutch people to follow this four-days' Parliamentary trip in their homes, and for a whole week, the newsreels all over the country showed lively pictures of the tour.

### The effect of the trip

The parliamentary excursion had a useful effect in many respects. Members of Parliament got a better knowledge of industry and the men and women working in it. In this way they will realize more than ever before that many apparently simple industrial problems are more complex than they seem on first thoughts. Their newly acquired firsthand knowledge of the industrial world will undoubtedly enable them to get a better insight into everything related with industry. Their judgment of the responsibilities and activities of the industrial leaders will surely be a more appreciative one. The truth of this lat-

ter statement is proved by the fact that Parliament, after its first trip in 1951, set up a special Industries' Committee.

The President of Parliament now called upon the industrialists to devote more time to parliamentary activities. Industry, on the other hand, gained a better insight into (and consequently a better appreciation of) politics, and the great importance of politics for the well-being of a parliamentary democracy.

By its wholehearted and large-scale acceptance of the invitation Parliament focussed general attention upon industry. Every one in the Netherlands looks back on this parliamentary industrial visit with great satisfaction. • •

### Public Relations Man's Functions

A Public Relations person has three functions: to be aware of, and to be consulted about, the public relations aspects of what is done in its formative stages; to recognize and create opportunities for making the institution favorably known and understood; and to articulate these ideas to the public through good publicity.

T. J. Ross, Sr., Senior Partner  
Before Catholic Institute of the Press  
Seminar on Public Relations

## Our aging employes . . .

As everybody knows, people live longer these days. We now have more folk in the 65-and-over bracket than ever before in the history of the human race. This raises important questions of social, industrial and public relations interest. What do leading public relations people think about these questions? To find out, we asked a panel of 100 PRSA members for their ideas and opinions on our aging fellow-citizen.

In general, they replied that:

1. Companies should either increase the average retirement age to 70 or so, or make retirement dependent on ability to perform the work.
2. In view of the difficulty older people encounter in finding work, especially those in the 50-65 age bracket, companies should make arrangements to employ more of these, and should change pension plans or other policies that now stand in the way of employing people over 50.
3. The growing number of retired employees is raising numerous special public relations problems for industrial companies; these problems will soon have to be dealt with.
4. The increasing number of older and retired people is going to have an enormous impact on the makeup of our society; but whether the trend will be toward conservatism or radicalism may depend on how these people feel they have been treated. In any case, they will have a huge impact on the market for consumer goods; diminishing the demand for some items, increasing others.

Nearly all members of the panel said that industry shouldn't any longer ask a man to retire until age 70, or until he had reached a point where he is mentally or physically unable to carry on his job. Automatic retirement at 60 or 65 should definitely pass out of the picture.

This opinion is based on the assumption that there isn't too much relation between age and ability to do useful work. Some people are "old" at 60 and should be retired then; others are mentally and physically alert at 70 and after, and should be kept on the job if they wish to work. Automatic retirement can result in much unhappiness, and also in actual waste of skills, experience, wisdom and stabilizing influences.

Many respondents said they believe the existence of increasing numbers of retired employees is raising special problems for industrial companies. Among these problems are loss of efficient people through too-early retirement; reduction in consumer purchasing power; bad effect on the morale of plant communities by numerous possibly disgruntled retirees, etc.

On the other hand, what looks like a problem may really be an opportunity, points out Albert W. Bates, of Selva and Lee, New York. It's an opportunity "to extend the corps of 'roving ambassadors' for the Company."

In this, Herbert M. Baus, of Los Angeles, joins in. "I'd rather say 'opportunities' than 'problems,'" he notes. "Biggest problem is helping a retired or about-to-be-retired employee find happiness."

Essentially, pointed out the majority of respondents, the company should treat retired employees as "continuing members of the family." To this end, they should be given "a feeling of usefulness and 'belonging,'" points out William H. Baldwin, of Baldwin and Mermey, New York.

William H. Seineke, of Kaiser Steel Corporation, Fontana, California, suggests that they be included in the already established employee activities program, and used, when skills permit, "as researchers." At the very least, says Ernest R. Chamberlain, of the Meals for Millions Foundation, Los Angeles, the company should "see that they under-

stand their Social Security rights."

As to the employment of persons over 50, who now often find it difficult to get work in industrial companies, most respondents feel that companies should be as willing to give employment to qualified people in the 50-65 age bracket as to younger people, and that pension and other requirements should be changed when they make such employment difficult or impossible.

"The worst problem," says one respondent, "is that men of 50 who seek jobs are turned away with no reference to their skills. This is bound to make them bitter against 'the system.'"

Will the growing number of "senior citizens" in our midst tend to make the country more conservative, politically and economically?

The majority of respondents believe it will, but some firmly take the opposite view. Increasing numbers of older people "will *not* increase conservatism," declares William G. Saunders of the Saunders Association, Montgomery, Alabama.

Others feel that whether oldsters will be conservative or radical "will depend

largely on whether older people are happy, feel fairly treated, appreciated and important."

In any case, we will need to develop "recreational, care and educational programs for this group," says George D. Nickel, of the Beneficial Finance Company, Arcadia, California. "We will have a culture within our society for this group—and goods and services designed for this group will have to be made available."

As public relations counsel, respondents would offer this advice to companies which have large or growing lists of retired employees:

Make use of more mature people in every possible way; study and tackle the problems of old age and retirement before the government steps into

this issue further; radically revise pension plans so that firms can hire people past 50 at reasonable pay and without pension if necessary; recognize the past-65 group as a distinctive "public" and market, and cater to it.

"More and better informational programs should be developed for retired employees to better equip them to analyze situations and not fall for panaceas offered by crackpots," suggests David L. Coale of the Pacific Telephone and Telegraph Company, Los Angeles.

On the other hand, Fred H. Comstock, of the California Trucking Association, Los Angeles, says: "I would suggest no special to-do about it."

Grace Bliss, of the New York City Housing Authority, believes companies

should "explore the possibility of some kind of old-age care of retired employees, such as cooperative apartments for the able-bodied, institutions for the disabled, a community life in connection with the foregoing, and financial arrangements similar to pension funds."

An eastern public relations director who prefers not to be quoted sums the whole matter up this way:

"Medically we are doing everything possible to increase the life span. Each year we are adding precious hours of increased life. Industry cannot ignore the fact that a man is no longer an 'old man' at 65. Industry will, in the future, learn to capitalize on our longer life and encourage employees to continue after 65 to profit by the experience they have gained through the years."

From time to time Journal editors ask members of the Public Relations Society of America their views on a question which has public relations significance. The replies to this question were summarized by G. Edward Pendray, senior partner, Pendray & Company, New York.

### THE QUEST FOR QUALITY OF LEADERSHIP

One of the most important jobs which the leaders of industry face today . . . is to provide manpower to take over when they step down. As each year passes and further strides are made in all fields of endeavor, we must have an increasingly large number of people available to take over top management jobs as the present group at that level retires.

In its quest for quality of leadership, American industry has turned to the liberal arts colleges for aid in obtaining personnel because we have learned that it is here that we can best find the well-rounded, educated individual who has the highest potential for leadership. While America depends in large measure on scientific and technical achievement for survival in this Atomic Age, isn't it true that a deep understanding

of our fellow man is also essential to that survival?

A man cannot be a leader in industrial America unless he does two very important things: he must read and he must think. He cannot reach the full potentials of his capacity unless he has been taught to read critically and creatively and to understand how to apply what he has read. He must likewise have had the training to think, and must want and know how to find time to think.

In a world threatened by predatory dictatorships, leadership today requires not only the ability to nullify our enemies, but also an understanding and cultivation of the moral and spiritual resources of the human being. Where, if not in the humanities, can that understanding best be found?

GILBERT W. CHAPMAN  
President, Yale & Towne Mfg. Co.  
At Seventh National Conference,  
College English Association Inst.

## NEWS IN VIEW . . .



*Clem Whitaker and Leone Baxter, San Francisco, specialists in public relations and campaign management, have been appointed executive directors of the California Host Committee for the 1956 Republican National Convention.*



*J. Bryan Vaughan, vice president, Public & Industrial Relations Limited, Montreal, was elected president of the Canadian Public Relations Society at the group's eighth annual meeting May 13. Mr. Vaughan is a former Toronto newspaperman and a past president of the Toronto Chapter of CPRS.*



*At the Fifth Annual All-Ohio Public Relations Workshop, Columbus, May 17-18—PRSA's President and two Past Presidents: left to right, Wm. G. Werner, director, public and legal services, The Procter & Gamble Company, president in 1953; George M. Crowson, assistant to the president, Illinois Central Railroad, now president; Milton Fairman, public relations director, The Borden Company, president in 1951.*



*Lee K. Jaffe, public relations director for the Port of New York Authority, was chosen by Charm Magazine in June to highlight the outstanding contributions made by New York's 1,328,747 working women who are making history in the fields of business, industry, profession, and community welfare.*



# NEWS SECTION

JULY, 1955

## Minnesota PRSA Members Judge BBB Annual Award Entries



Minnesota PRSA members meeting on June 3 to judge entries in the Better Business Bureaus' annual awards program. Left to right: Gordon

Roth, Edwin Emery, Erle B. Savage, Jr., Cecil W. Shirk, (Manager, Minneapolis BBB) Paul E. Benson, and Paul S. Amidon.

## Howard Stephenson Takes Full-Time Post At Boston University



Dr. Stephenson speaking at 7th National PR Conference last year.

Dr. Howard Stephenson, president of Community Relations, Inc., New York and Boston, has assumed full-time duties as professor and chairman of the division of public relations at Boston University's School of Public Relations and Communications, on a long-term basis. For the past two years Professor Stephenson has devoted part time to the university, for which he also acts as consultant on its general development program. He is a member of the Education Committee and Personnel Development Committee of PRSA.

Professor Stephenson also will act as New England field editor for Dudley-Anderson-Yutzy, New York public relations firm. And has been assigned by McGraw-Hill Book Company as editor-in-chief of a new Public Relations Handbook.

After 20 years as reporter and editor for the Associated Press, Scripps-Howard Newspapers and Hearst Magazines, Professor Stephenson entered public relations with Westinghouse Electric in 1939. He joined Hill & Knowlton, Inc., in 1942, becoming a vice president in 1947, and in 1952 began active operation of Community Relations, Inc. For the present, the business of Community Relations, Inc., will be suspended.

A five-man committee from the Minnesota Chapter of the Public Relations Society of America announced the winners of the Better Business Bureaus' annual awards program at the opening of the Association of Better Business Bureaus 41st annual conference in Minneapolis, June 13.

Committee chairman was Erle B. Savage, Jr., president, Savage-Lewis, Inc. Serving with him were: Edwin Emery, associate professor, University of Minnesota School of Journalism; Paul S. Amidon, president, Paul S. Amidon & Associates; Paul E. Benson, public relations manager, Green Giant Company; and Gordon Roth, director of public relations, Farmers Union Grain Terminal Association, all of Minneapolis.

The Akron, Ohio, Better Business Bureau received top honors for conducting the best community service project of any Bureaus in the United States and Canada. The Los Angeles trophy was presented to John L. O'Brien, Bureau president, on the first day of the conference, for Akron's successful campaign against debt pooling concerns.

The Oklahoma City Better Business Bureau won first place for Bureaus in cities up to 300,000 population for its general public relations program. Clyde N. Kemery, Bureau manager, received the Texas bronze plaque.

The Quin-Cleveland award was presented to the Phoenix Better Business Bureau for the best regularly published BBB newsletter.

The judges put on a critique of Bureau awards entries during the conference.

### BELGIAN GROUP ELECTS OFFICERS

At the annual general assembly of the Belgian Public Relations Center, held in April, the following officers were elected:

Robert Maillard, president; Eric Cyprés and Pierre Janssen, vice presidents; Jacques Overloop, secretary.

Victor Snutsel, former president and founder of the Center, was named honorary president.

## FIELD NEWS



The Florida Public Relations Association was entertained as well as instructed by PRSA executives in St. Petersburg when the Floridians held their spring meeting. Seated, left to right, above are Robert L. Bliss, national executive vice president of PRSA; Walter Barlow, chairman of the Executive Committee; Shirley D. Smith, vice president, Southern Region. Standing: E. D. Whittlesey, PRSA director and president of the Florida Public Relations Association; Walter Page, immediate past president of FPRA and Spring Meeting program chairman.

### FLORIDA'S SPRING MEETING

Some 130 members of the Florida Public Relations Association attended the annual spring meeting at the Tides Hotel May 7-8.

J. Bland Taylor, public relations director of John E. Stetson University, was named second vice president of the group at the Friday afternoon board meeting, and Miami was selected as the site of the annual fall meeting.

Saturday's sessions were devoted to talks by four top-flight public relations men. Jasper N. Dorsey, Florida manager of the Southern Bell Telephone Company, Jacksonville, told the group that public relations is primarily human relations and a team-work proposition from top management to every individual employee. Each employee, he pointed out, is that company to his friends, and what his friends think of the company depends on what the employee himself thinks.

Speaking on "Public Relations Across the Nation," Robert L. Bliss, executive vice president of PRSA, traced the development of public relations in the American economy through a series of stages he called "bridgeheads of understanding" and described four new current and important opportunities for public relations study and planning.

Measuring public relations was emphasized by Walter Barlow, vice president of Opinion Research Corporation, Prince-

ton, N. J., in a talk entitled "Public Relations on the Balance Sheet." While most public relations activities are aimed at creating action on the part of some group or segment of the public, he pointed out, polls and surveys among those groups are effective measures and guides for future public relations programs.

"What's Ahead in Public Relations" was discussed by Shirley D. Smith, head of his own Memphis, Tenn., public relations firm. Mr. Smith urged that more work be done within public relations groups such as the Florida association to police the profession and raise its standards to those of the legal and medical professions.

The three-day sessions adjourned after a continental breakfast and short business session presided over by E. D. Whittlesey, public relations director of Florida State University, Tallahassee, president of the association.

### CHICAGO CHAPTER

Two top drawer speakers from the fields of business and public relations headlined the May meeting. Under the joint sponsorship of the Chicago Association of Commerce and Industry and the Chicago Chapter, James E. Rutherford, vice president, Mid-America Home Office, Prudential Insurance Company of America, and Milton Fairman, director of public relations, The Borden Company, New York, spoke on

the theme: The New Business Frontier—Public Relations. To accommodate the crowd, the meeting was held at the Bal Tabarin in the Hotel Sherman.

Conger Reynolds, director of public relations for the Standard Oil Company (Indiana), spoke at the "Communications in Industry" series at University College, the University of Chicago, on the subject of "Public Relations in a Large Organization."

### MID-SOUTH CHAPTER

The second in the Mid-South's new series of quarterly dinner programs, held June 24 at the Marion Hotel, in Little Rock, featured complementing phases of subject material. The subjects discussed by speakers Bob Wimberly, of the Arkansas Power & Light Company, Little Rock, and Al Putnam, of Layne & Bowler, Inc., Memphis, were "Power and Public Relations" and "Water and Public Relations."

### MINNESOTA CHAPTER

George M. Crowson, assistant to the president, Illinois Central Railroad, and president of PRSA, outlined the present status of the public relations profession for more than 100 persons attending the May 26 meeting of the Minnesota Chapter at the Nicollet Hotel in Minneapolis.

Mr. Crowson said that while the business world is talking constantly about public relations, there are still many misconceptions of its functions. He declared that members of PRSA's 28 local chapters can clear up "muddy thinking" about public relations through their own actions on professional levels.

Members of the Society's Executive Committee attended the luncheon and met with officers and directors of the Minnesota Chapter. Chapter president John Rusinko presided.

In another major Chapter meeting this spring, 100 members and guests heard a panel of eight Twin Cities newspaper city editors, business writers, and radio-TV news directors give advice about effective press relations. The luncheon, held on the University of Minnesota campus, was arranged by Edwin Emery, Minnesota journalism professor.

At a joint luncheon meeting of the Chapter and the regional American College Public Relations Association group earlier in the year, nearly 200 persons heard three speakers tell how they wrote business histories. They were Prof. James Gray of the University of Minnesota, author of a history of General Mills, Inc.; Dr. Paul H. Giddens, president of Hamline University and author of a forthcoming history of the Standard Oil Company of Indiana; and Kenneth Ruble, Campbell-Mithun

(Continued on page 23)



## MINORITY DECISION

Important business decisions are made by a decidedly minority group—the management men who formulate and guide corporate policy.

Their attitudes are often reflected in the lower echelons, for moods—like ideas—travel from the top down.

By influencing the policy makers you set the tone and atmosphere for larger, public followings.

TIDE, the marketing magazine for business management, helps many advertisers do this. From the things we've heard and the research we do, we know that TIDE gets action from its management readers.

What better atmosphere to reach the source of mass opinion—the select group who make the “minority decisions.”

# TIDE

232 MADISON AVENUE, NEW YORK 16, N. Y.

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO

(Advertisement)

# People . Programs . and Accounts



W. GRANT BURDEN, assistant to the general director of public relations for the Union Pacific Railroad, has been named director of public relations for the railroad in New York City, a newly-created post embracing the eastern seaboard.

LAWRENCE H. SELZ, president of his own public relations firm, sounded the keynote for the Public Relations Institute conducted by the American Hospital Association for hospital administrators and personnel June 6-10 at Chicago, with a talk on "What Is Public Relations?"

LEAVITT HOWARD, associate advertising manager of the John Hancock Mutual Life Insurance Company, has been appointed director of public services.

THOBURN WIAINT, Detroit Public Relations Director, Young & Rubican, has assumed the additional duty of account executive, handling the Parke, Davis & Company account.

NORMAN READER, public information director of the French Government Tourist Office, was commended in a recent issue of Tide magazine for the refreshing style of his news releases—"fresh and stimulating as a spring breeze, pleasant as a coffee break."

J. MASON GUILLORY, director of advertising, New Orleans Public Service Inc., has been elected a vice president of the company.

NEIL H. MCELROY, president of Procter & Gamble Company and chairman of the White House Conference on Education, was the principal speaker at the Chemical Progress Week Educator's Luncheon on May 16 at the Waldorf-Astoria Hotel, New York.

MAURICE FELDMAN, New York public relations consultant, is in Europe making a survey of investment possibilities for United States capital in Austria, West Germany, and Belgium.

FREDERICK BOWES, JR., director of public relations and advertising for Pitney-Bowes, Inc., Stamford, Conn., has been elected a director of The Advertising Council.

The board of directors of the CARNATION COMPANY, Los Angeles, has established a public relations department to handle this function for the food company and its subsidiaries. S. A. Halgren, vice president in charge of public and industrial relations, will supervise the new department.

MARGARET HERBST, head of her own specialized public relations firm, has been named a judge of the Editor & Publisher Newspaper Promotion Contest.

RICHARD P. WATERS, JR., second vice president, public relations, of the John Hancock Mutual Life Insurance Company, has been elected to the board of directors of the Boston Better Business Bureau.

FRANK W. WYLIE, who has been manager of special events for Dodge for the past year, has been promoted to the position of public relations manager for the Dodge Division of the Chrysler Corporation.

## MOVES

HOLCOMBE PARKES, former vice president and director of public relations of Benton & Bowles, Inc., has been elected president of the Railway Progress Institute (formerly the Railway Business Association). He is located at RPI's headquarters in Chicago.

PAUL GESNER, formerly on the staff of Business Week, has joined Bozell & Jacobs, Inc., New York, as a writer on utility accounts.

Marvin Pierce, president of the McCall Corporation, has announced the appointment of WADE H. NICHOLS as publisher of Redbook and Bluebook magazines, succeeding the late Phillips Wyman, Jr. Mr. Nichols was appointed editor of Redbook in 1949 and continues in that capacity in addition to his new duties.

KENNETH KOYEN, former public relations manager of Pratt & Whitney Aircraft, has been appointed Washington public relations representative of General Dynamics Corporation, New York.

ROBERT RESOR has returned to Bozell & Jacobs, Inc., New York.

SMITH, ROSE & COMPANY, New York public relations counsel, have moved to larger quarters at 270 Park Avenue.

MELVA CHESROWN, INC., New York public relations counsel, has moved to new offices at 34 East 51st Street.

Gene Whalen, public relations director for The Shamrock, Houston hotel, and Bill Newkirk of Bill Newkirk and Associates, have become affiliated as BILL NEWKIRK AND ASSOCIATES, PUBLIC RELATIONS AND ADVERTISING, and will maintain offices in The Shamrock. The hotel will be handled as an agency account.

HAL B. BROOKS, former advertising manager of the Panther Oil & grease Manufacturing Company, has joined the staff of Witherspoon & Ridings, public relations firm with offices in Dallas, Fort Worth and New York, as co-director of the agency's creative department.

GONSER AND GERBER, Chicago public relations and development counselors, announce the new location of their offices at 38 South Dearborn Street.

RICHARD P. AXTEN, former public relations director of Alexander Smith, Inc., has been appointed director of public relations for the Raytheon Manufacturing Company, Waltham, Mass.

HERMAN C. STURM, advertising director of Business Week for the past nine years, has been appointed director of advertising by Nation's Business.

EDWARD GOTTLIEB & ASSOCIATES LTD., New York public relations firm, has opened a new Washington, D. C. office under the direction of David Apter, former State Department official. The firm also has offices in London and Paris.

ARTHUR SCHMIDT & ASSOCIATES, New York, has moved into new and expanded quarters at 342 Madison Avenue. The new offices will also include operating headquarters for the anthracite industry public relations program—Anthracite Information Bureau.

LEO L. SMITH, former supervisor of public relations for the Crucible Steel Company of America, has joined Monsanto Chemical Company in St. Louis where he will handle investor and stockholder relations.

JOHN O. MONTGOMERY, news editor of Chrysler Corporation's headquarters Press Information Service for the past year, has been named director of public relations of the Chrysler Division of the corporation.



FRANZ J. SERDAHERLY, former manager of the Special Services Bureau of the Curtis Publishing Company, public relations department and Louis F. Stone, formerly assistant to the editor of the Philadelphia Daily News, here joined the public relations and publicity department of Gray & Rogers, Philadelphia.

JOHN MOYNAHAN & ASSOCIATES, New York public relations firm, has moved to 380 Madison Avenue.

HENRY O. WHITESIDE, former vice president of the Mercantile Trust Co., St. Louis, has joined the Chicago office of the J. Walter Thompson Company as director of research.

ROBERT BOWEN, former Navy public information officer, has joined the French Government Tourist Office in New York as assistant public information director.

BRAUN & COMPANY, management and public relations consultants, announces the removal of its general and Los Angeles branch offices to 2999 West Sixth Street, Los Angeles.

BURSON-MARSTELLER ASSOCIATES, INC. New York public relations firm, has moved to 11 East 36th Street.

## ACCOUNTS

BURNS W. LEE-PATRICK O'ROURKE, INC., Los Angeles and San Francisco, has been retained as national public relations counselors by the Minute Maid Corporation, New York. Lee-O'Rourke, Inc. has been associated with Minute Maid as its public relations representative on the West Coast since January 1, 1950.

Disneyland, Inc., has retained the WILLIAM HEBERT-GLENN ROSE PUBLIC RELATIONS ORGANIZATION, Los Angeles, in an associate capacity to the Disneyland public relations staff as an extension of the latter's activities.

DANIEL J. EDELMAN AND ASSOCIATES, has been appointed by G. Barr and Company, Chicago chemical manufacturers. The new account will be handled jointly by the public relations firm's Chicago and New York offices.

RUDER & FINN ASSOCIATES, New York, has been appointed public relations counsel for the Underwood Corporation, manufacturers of typewriters, adding and accounting machines, and electronic computers.

MAURICE FELDMAN, New York, has been appointed to handle public relations and promotion for the Diesel Energy Corporation of New York City and for Kloeckner-Humboldt-Deutz AG in Cologne, Germany.

TED COX AND ASSOCIATES, Chicago public relations firm, has been appointed by the American Home Lighting Institute to conduct a program promoting the use of home lighting fixtures.

BOZELL & JACOBS, INC. (N. Y.) has been appointed public relations counsel to the United Service Organization, Inc., to work with the USO board and staff on both long-range programs and annual campaign promotions.

FRED WITTNER ADVERTISING, New York, has been retained by C. G. S. Laboratories, Inc., Stamford, Conn., to handle its advertising, sales promotion, and public relations programs.

DOUGLAS DURKIN & COMPANY, Chicago public relations firm, has been appointed by Chicago Steel and Wire Company.

BEVEL & ASSOCIATES, Fort Worth, has been appointed public relations counsel for David Crockett Life Insurance Company.

## Things are booming in Reynolds "Thirteen original states"!



In Texas, Reynolds San Patricio and La Quinta plants are going full blast, turning Reynolds Jamaica ore into Reynolds Texas Aluminum. And in 12 other states the story is an equally prosperous one.

Aluminum? It's the people's choice now more than ever before! The future of aluminum? High, wide and handsome! A big, wonderful future with a no-limit civilian market stretching ahead. And in each of the thirteen states where Reynolds has plants and operations the patterns of the past are bearing fruit.

Those patterns were, and are, cooperation, friendship and mutual respect. As a result Reynolds is contributing more today than ever before . . . in high-dollar production, increasing payrolls and higher city, county and state taxes.



**REYNOLDS METALS COMPANY, Louisville 1, Kentucky**

(Advertisement)

# News in Education and Training

## AMA Summer Courses At Colgate University

Approximately 600 business executives from all parts of the country and Canada will go to summer school this year under the auspices of the American Management Association.

On July 6 at Hamilton, New York, the AMA will inaugurate its first summer program of educational meetings for management. Up to now the association has operated its conferences, seminars, and courses on a ten-month-a-year basis and only in major cities. Now, by arrangement with Colgate University, the AMA will use the university's campus to put its meeting program on a year-round schedule.

The association's 1955 summer program will include both established AMA courses and seminars and the initial session of several new meeting activities.

Among the new events are a three-week Marketing Management Course, a course in Cost Reduction for Supervisory Management, a one-week Management Course for Presidents, the Presidents' Round Table (a one-week participating discussion group in the problems of top management), and Intra-company Management Meetings.

All courses and seminar groups will meet on the Colgate campus between July 6 and August 31. The university has placed its classrooms and dining, residence, and recreational facilities entirely at the disposal of the AMA.

Details of the various activities may be obtained by writing Registrar, School of Management, American Management Association, 300 West 43 Street, New York 36, N. Y.

## CBS Increases Education Grants

Sixteen colleges and universities, on both the East and West Coasts and in twelve states, will receive unrestricted grants based on Columbia Broadcasting System's "Class of 1955" executives who are graduates of these institutions, according to the CBS Foundation Inc., the agency for making charitable and educational grants for CBS, Inc., and its divisions.

The number of key employees included this year was raised to 20 from 16 in 1954, when the Foundation instituted the plan as a method of assisting privately-supported colleges and universities through unrestricted grants. The aggregate of the Foundation's grants was accordingly increased from \$32,000 in 1954 to \$40,000 this year.

Each grant was set at \$2,000 both last year and this year as an average figure approximating the extra "cost of education" which the college or university bore from endowment or other funds and which was over and above the tuition and other fixed charges the individual was asked to pay at the time he was a student.

## Atlas Powder Awards Eight Scholarships

Eight top chemistry and engineering students have been awarded \$1,000 Atlas Powder Company scholarships for their senior year in college.

The eight were chosen from a group of 21 finalists who had spent two days in Wilmington being interviewed by Atlas officials and visiting the company's central research laboratory and chemicals plant there. Scholarship applications were submitted by over 120 applicants, representing top students in 33 colleges and universities throughout the country.

In addition to the scholarships, the eight winners will be given a chance to gain practical experience this summer by employment in one of Atlas' explosives, chemicals, or activated carbons plants, or in its research laboratories.

## NAM Completes Study On Financial Aid for Schools

New sources of financial support must be found for America's private elementary and secondary schools, says the National Association of Manufacturers in a study, "Our Private Elementary and Secondary Schools and Their Financial Support."

The independent school does not generally receive direct support from government—local, state, or federal—which is as it should be. Most of the income comes from tuition, endowments, and gifts. The study details how these traditional sources are inadequate to meet present needs and explains why new sources must be found.

It is the third and final booklet in a series which included: "Our Public Schools and Their Financial Support," and "Our Colleges and Universities and Their Financial Support."

The booklets were published by NAM (2 East 48 St., New York 17) to point up the critical financial needs of our schools and colleges.

## IAES Launches Educational Program

The launching of a comprehensive educational program to present the advantages of letterpress printing to the public was authorized by the International Association of Electrotypers and Stereotypers at its annual spring conference, held April 25-26 in Dayton, Ohio.

The nationwide plan will embrace not only the association's products but the position of letterpress in the graphic arts field. It will be aimed at "the young men in college and industry who are the future specifiers of printing" as well as at those presently in that position.

## University of Georgia Prepares Southeastern Resources Handbook

The University of Georgia Press in cooperation with the Bureau of Business Research of the College of Business Administration is preparing a "Southeastern Resources Handbook," covering the states of Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

Major topics to be covered in the volume will include natural environment; population and labor force; agriculture, forestry, and fisheries; manufacturing industries; mineral and mining resources; energy resources; construction; transportation; marketing; communications; finance; insurance and real estate; and services.

The Handbook will be a modern presentation of economic data in the form of maps, charts, and tables designed for easy use by the busy executive or researcher. It will not be a static book but will be built up over a period of time to permit continuous up-dating and reorganization to meet the changing needs of subscribers.

The Handbook will be available on an annual subscription basis only. A reduced rate will be established covering secondary subscriptions. Charter subscribers will also be given a special subscription rate.

For further information write to the University of Georgia Press, Athens, Georgia.

## Minneapolis-Moline Wins Scholastic Film Award

Minneapolis-Moline Company has won the Scholastic Film Award for Outstanding Merit, presented by Scholastic Teacher Magazine, for its full-color documentary on conservation, "To Conserve Our Heritage."

The film was chosen by a national panel of audio-visual leaders as a distinguished film production for use in schools. It has already won many other awards.

The documentary was produced under the direction of Bon D. Grussing, manager, and John Rusinko, assistant manager, of the advertising, sales promotion, and public relations department of Minneapolis-Moline.

## Carnegie Technical Publishes Special Career Issue

The April 1955 issue of the Carnegie Technical, campus technical magazine published by the Carnegie Institute of Technology, is devoted entirely to complex problems of preparation for careers in en-

(Continued on page 30)

# Navy Public Relations Seminar Features News in Audio-Visual Aids

Prominent on the agenda of the Navy's 9th Annual National Public Relations Seminar, held at Glenview, Illinois, April 18-30, was a presentation of audio-visual aids. Pictured below are some of the latest developments in devices which help to communicate ideas more effectively. Douglas George, Los Angeles public relations consultant, was in charge of the presentation.



Howard Turner, representing the Du Kane Corporation of St. Charles, Illinois, demonstrates the newest in sound-slidefilm equipment. The small desk-type projector shown eliminates the usual "bong" sound indicating change of film frame, and also trips automatically to each frame.



C. P. Richter, Chicago inventor, demonstrates his "Optical Arrow." The device can project a small, bright illuminated arrow, in color, great distances, and is a handy aid for lectures, demonstrations, military briefing, and other visual presentations.



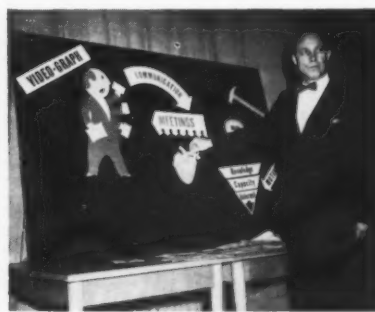
Don P. Smith of Commercial Pictures Equipment of Chicago shows Douglas George and Lt. Cmdr. Don De Lone, USNR, the latest development in continuous 16 mm film projection produced for the Navy by the Chicago organization.



Allan Finstad, representing the Beseler Corporation of New Jersey, demonstrates his company's Overhead Vu-Graph machine.



Don P. Smith of Commercial Pictures Equipment at the three synchronized sound-slidefilm machines designed to present a "super" wide-screen effect. The development, called Pan-Screen, was shown on a 45-foot wide screen on the stage of the Air Station Auditorium.



Ray Helser of the Florez Company, Detroit, demonstrates the use of his company's Video-Graph presentation board—a development of the old flannel-board presentation technique—which can be adapted to many types of visual presentations.





## THE MACMILLAN HANDBOOK OF ENGLISH

By John M. Kierzek, The MacMillan Company, New York, 1955, 597 pp.

*Reviewed by Albert Carriere,  
Carriere & Jobson, Inc.,  
Chicago and New York*

To anyone looking for a competent, clearly-presented and easy-to-use text about the English language, this one is the answer. It was intended by Dr. Kierzek to help college students develop an effective writing style through a mastery of the fundamentals. It is so well presented, however, that the businessman (the busy man) will find it a valuable and efficient reference book.

The MacMillan Handbook is in two parts: (1) The Expression and Communication of Thought, and (2), A Handbook of Writing and Revision.

Part one presents suggestions helpful to beginning writers. The idea of English as a living, growing and changing language is stressed.

Dr. Kierzek, one feels, is a natural and skilled teacher who draws upon his knowledge and years of experience both for his method of presentation and for living examples to illustrate the points he wishes to make. Indeed, the list of writers quoted includes Lincoln, Mark Twain, Virginia Woolf, Hemingway, Bertrand Russell, Winston Churchill, Sir James Jeans, and Gilbert Highet. There are also quotations from the King James Bible, the New Yorker, Time, Fortune, and the New York Times.

The first half contains excellent chapters on the paragraph, unity, order, transitions, the reference library, compiling a bibliography, writing the precis, and preparing the research paper.

The second part of the handbook presents the mechanics of grammar as a tool of effective writing, always treating the student as a mature person, and emphasizing that a beginner must be guided by the rules until he has mastered them. Once he has demonstrated that he is capable of original writing, he may

experiment with the rules, but discreetly.

There is also a glossary which the student will find helpful when looking for information about the current usage.

To those of us who have been long-suffering users of "The King's English," brainchild of the erudite Fowler brothers, the MacMillan Handbook comes as a breath of fresh air. It is not pedantic; neither is it "stuffy." Further, it is particularly American in that it applies the direct method of efficient management to the study of grammar, syntax and rhetoric.

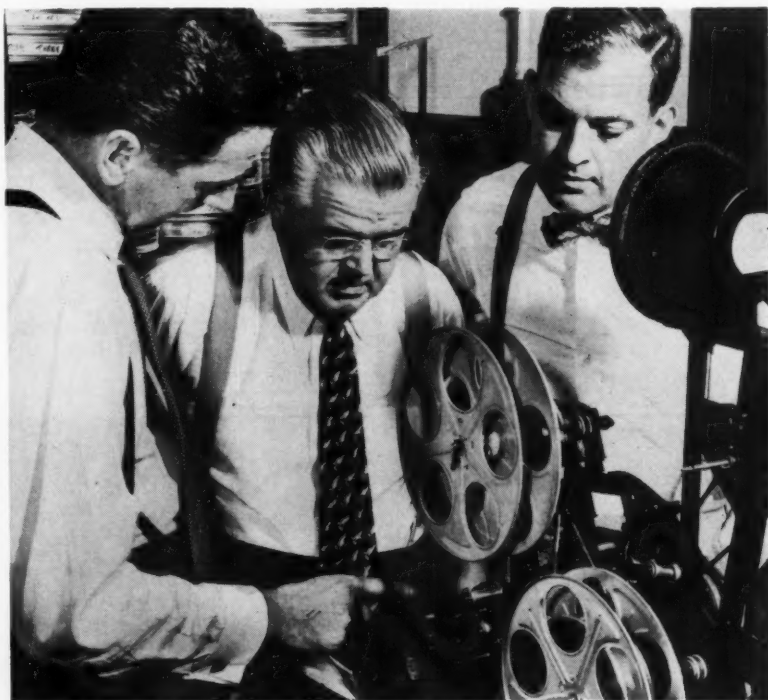
For example, to explain the use of "shall-will" and "should-would," H. W. Fowler and F. G. Fowler require twenty pages. And after one has read them, one is never quite the same again!

Dr. Kierzek uses only two pages to explain the same subject. But one understands him!

## CBS TO UNDERWRITE STUDY OF TV PUBLIC'S WANTS

In a talk given before the television members of the National Association of Radio and Television Broadcasters in Washington, May 26, Dr. Frank Stanton, president of Columbia Broadcasting System, Inc., announced that CBS would underwrite the cost of a nationwide study of what the public wants and expects of television.

CBS will appoint a Committee "of members of the public representing the arts, religion, labor, industry, education, social and political scientists and television critics." After the Committee has been formed, the CBS connection with it will cease and it will be the Committee's responsibility to "denominate the areas and methods it chooses for major investigation."



NAM's weekly TV-film series, "Industry On Parade," has received the George Foster Peabody Award for outstanding national public service by television during 1954. The program has also won five consecutive Freedoms Foundation Awards, two citations from the Ohio State University Institute for Education by Radio-Television, and a citation for "pioneering vision and outstanding public service" from the National Citizens Committee for Educational Television. Production team responsible for the show, pictured above, includes G. W. Johnstone (center), Radio-TV director of NAM; Robert A. Young, Jr. (right), NAM TV newsreel editor; and Arthur Lodge, Jr. (left), president of Arthur Lodge Productions, Inc.



## FIELD NEWS— (Cont. from page 16)

advertising agency, who wrote a history of Land O' Lake creameries. The session, held at Hamline, was arranged by Chet Lacy, assistant to the president.

At another luncheon, Abbott Washburn, deputy director of the U. S. Information Agency and former General Mills public relations executive, discussed cold war propaganda.

## OKLAHOMA CHAPTER

Howard Van Kyke, editor of Carter Oil Company's "Link" and a member of the firm's public relations staff, told members of the Tulsa Chapter at the May meeting that an editor who uses the shillelagh instead of a shovel in his dealings with the press is committing public relations suicide. Drop the shillelagh of an advertising contract which some editors hold over an editor's head, he warned, and pick up a shovel to dig up newsworthy photographs and story material on your company.

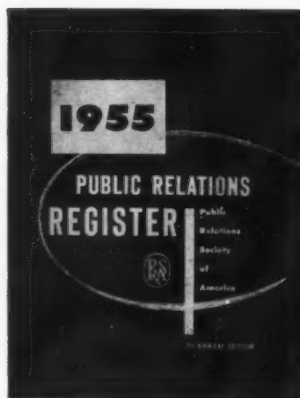
On the same program, Stanolind Oil and Gas Company's publications supervisor, Bill Nash, advised public relations men that they're overlooking one of the biggest public relations bonus benefits in the business if they fail to capitalize on "secondary circulation" of the company publication or house organ. Given genuine news from which to work, the editors of small and large newspapers and editors of other magazines will pass along the company's "inside" stories and resultant goodwill to countless thousands of readers who otherwise are rarely reached, he pointed out.



Houston—President-elect John L. Mortimer, second from left, receives a congratulatory handshake from Emerson Smith, public relations director for Continental Oil Company, outgoing president of the Houston Chapter. Mr. Mortimer is public relations director for the southwest district, U. S. Steel Corporation. Pictured with them are other chapter officials, left to right: Jack Shannon, public relations coordinator, Humble Oil & Refining

Company, director and vice president; Val Jean McCoy, public relations field representative, Shell Oil Company, director; William Boddie, public relations department, Dow Chemical Company's Texas Division, second-year director; William Colfer, public relations director, Prudential Insurance Co. of America, director and re-elected secretary; and J. M. (Mike) Murphy, public relations director, Houston National Bank, director and treasurer.

## JUST PUBLISHED --- The Public Relations Register



- Now available in its 7th annual edition, with hard bound covers, and easy index format.
- Lists the 2,000 leading public relations executives throughout the U. S. and 11 foreign countries.
- Cross-referenced by alphabetical, geographical and organizational sections.
- The only authoritative listing of the public relations field.

Price \$25.00\*

(Special rate available for libraries and public service institutions)

## The 1955 Public Relations Register

Room 706

2 West 46 Street

New York 36, N. Y.

\*plus NYC tax where applicable

*It's  
Your  
Move.....*  
and the move  
is to  
**LOS ANGELES**  
for the  
8th  
National  
**PR**  
Conference  
—  
the greatest  
of them all!

*Sponsored by*  
**Public Relations Society  
of America, Inc.**

•  
**The Ambassador  
Los Angeles**

•  
**November 14, 15, 16,  
1955**

**Advance registration forms  
now available for meeting  
and hotel space.**

***Plan Now  
To Attend !!***

**International Public  
Relations Association  
Formally Inaugurated**

American public relations people will be interested in knowing that the International Relations Association was formally inaugurated at Bath, England, May 1.

The following officers were elected: T. Fife Clark (UK), president; Odd Medboe (Norway), chairman; Richard B. Hall (USA), and Choppin de Janvry (France), vice chairmen: T. H. Traverse-Healy (UK), honorary secretary and treasurer.

The first Council consists so far of three representatives from each of the five countries represented by the founder bodies. These are:

Association Francaise de Relations Publiques: Erienne Block, Choppin de Janvry, Rene Tavernier ... Institute of Public Relations, Great Britain: T. Fife Clark, Roger Wimbush, Alan Hess ... Genootschap voor Openbaar Contact, Nederlands: Rein J. Vogels, Dr. M. Weisglass, F. E. Hollander ... Norwegian Public Relations Association: Dr. Erlin Christophersen, Per Johansen, Odd Medboe ... Public Relations Society of America, USA: Robert L. Bliss, Richard B. Hall, Ed L. Lipscomb.

**Harcourt Parrish Dies**

Harcourt Parrish, a member of Barber & Baar Associates, New York public relations firm, died in St. Luke's Hospital on May 20.

Formerly with Ivy Lee and T. J. Ross, Mr. Parrish had handled public relations in connection with Charles Lindbergh's series of cross-country flights following his solo flight to Paris.

He was a graduate of the University of Virginia where he established a collection of public relations material.

He was formerly state editor of The Louisville Courier-Journal and later worked with the Associate Press in New York before joining the Ivy Lee and T. J. Ross firm.

In recent months Mr. Parrish completed a full file of copies of the Public Relations Journal as an addition to the public relations library collection of the University of Virginia.

**ATOMIC ENERGY KIT  
STRESSES PUBLIC  
RELATIONS ASPECTS**

With completion of nuclear-fuel power plants only a short time off, the fourth supplement of the Atomic Energy Information Kit stresses the public relations aspects of this development. The supplement, issued by the Electric Companies Public Information Program, is now being distributed to member companies.

"Good public relations will assist in the job of harnessing the new energy," the information kit says. "Each nuclear power plant sponsored by an investor-owned electric company is a public relations job all by itself."

The book offers a plan for conducting seminars in local areas on the industrial uses of nuclear fuels to provide a more informed background to newsmen and broadcasters.

It contains a review of the electric industry's activities in developing nuclear plants, the insurance problem, a digest of the hearings of the Joint Congressional Committee on Atomic Energy, and sources for films and exhibits on the subject.

The book was prepared by Edward R. Trapnell, of the Nuclear Energy Division of Bozell & Jacobs, Inc., public relations counsel for the Public Information Program. Mr. Trapnell was formerly assistant to the general manager of the Atomic Energy Commission.

**EXTENSIVE LOSS FROM  
ILLEGIBLE HANDWRITING**

A nation-wide survey of 3,000 personnel directors of banks, utility and insurance companies by the Handwriting Foundation, Inc., reveals that thousands of dollars are being lost every year as the result of bad penmanship.

Despite the increasing use of office machines, there are still many jobs where it is more efficient to use a pen or pencil, and handwriting is often used as a criteria for job advancement.

In an effort to help, the Foundation is providing handwriting lectures to business firms and other groups interested in handwriting. Executive offices are at 1426 G Street, N. W., Washington, D. C.

## John Price Jones Names New Officers

Controlling interest in the John Price Jones Company, Inc., one of the country's oldest fund-raising and public relations consultants, has been transferred to Charles A. Anger, according to an announcement by John Price Jones, chairman and treasurer of the company's board of directors. Mr. Anger is executive director of the Office of Development of Columbia University.

The directors have elected Mr. Anger chairman of its executive committee and designated him as chief executive officer of the company, effective July 1.

According to an announcement from Dr. Grayson Kirk, president of Columbia University, Mr. Anger will continue as executive director of development at Columbia, although in a part-time capacity, "functioning primarily as coordinator and special advisor to the president, the deans and the development directors."

In his announcement, Dr. Kirk credited Mr. Anger with organizing and guiding the University's development program since 1950, during which period total gifts and bequests increased from less than \$3,750,000 to more than \$6,000,000 for the fiscal year of 1953-54. "Annual alumni giving to the Uni-

versity," said Dr. Kirk, "rose from approximately \$80,000 in 1950 to more than \$620,000 in the fiscal year ending 1954. Corporation giving increased significantly during this period."

The firm also announced formation of a new board of directors and election of a new president. Besides Mr. Anger and Mr. Jones, the new directors include William E. Corter, counsel, Union Carbide and Carbon Company; General William J. Donovan, partner, Donovan, Leisure, Newton and Irvine; Guy Emerson, vice director, Samuel H. Kress Foundation; Orie R. Kelly, vice president, Bankers Trust Company; Roger L. Wensley, chairman, executive committee, G. M. Basford Company; and Alfred C. Gumbrecht, who was elected president of the company.

Theodore S. Ruggles, who has been associate executive director of Columbia's Office of Development, was elected vice president in charge of public relations for the firm. Other officers elected are Robert L. Conway, Alexander J. Peet, Erwin D. Tuthill, vice presidents; Harrison T. C. Hodge, vice president and comptroller; Eva Therikildsen, secretary; and Claire B. Greene, assistant secretary.

## How To Invest Show Draws Over 100,000

Wall Street and Main Street came closer together with the unprecedented success of the How to Invest Show, May 24-30, at the 71st Infantry Regiment Armory, New York. Public response to the Show was outstanding—with total attendance over 100,000.

For Charles E. Merrill, founder and directing partner of Merrill Lynch, Pierce, Fenner & Beane, sponsors of the Show with eight cooperating corporations and industry associations, a lifetime ambition was satisfied. Regarded as a pioneer in the financial community, and father of the idea of bringing Wall Street to Main Street, Mr. Merrill consistently has initiated broader public participation in the ownership of American business through making the means of investment clear to millions more investors.

According to the sponsors, the most important aspect of the exhibit was the

opportunity it gave the general public to learn that there is really no mystery about investment. What happens when invested dollars are put to work was clearly shown through the exhibits of the cooperating organizations—American Gas & Electric Company, General Electric Company, General Foods Corporation, General Motors Corporation, International Business Machines Corporation, American Iron and Steel Industry, Manufacturing Chemists' Association, and the New York Telephone Company.

Highlights of the Show included the first public showing of a new nuclear reactor, a solar battery, the mystery car of the future, self-answering telephones, the wonders of the new petrochemical industry, a miniature steel rolling mill in action, and hundreds of research products that are just coming on the market.

## 8th National Conference Slated for Los Angeles, November 14-16

When the more than 1,000 public relations executives arrive in Los Angeles next November for the 8th Annual Conference of the Public Relations Society of America, they will find a bustling, mushrooming community charged with business and industrial imagination and initiative.

They will find, for example, that the City of the Angels is an excellent backdrop for a discussion of "Public Relations, a Necessity for Management Under Growth." This, as you probably know, is one of the topics slated for discussion during the conference, November 14-16. It is part and parcel of the general conference theme, "Public Relations Spotlight on America's Future," which will also include discussions concerning atomic energy, automation and other PR applications to our nation's future.

Los Angeles understands the problems of growth, perhaps better than any other city in America. Since the mid-40's, the industrial growth of the metropolis has been slightly incredible. It is today the second largest producer of automobiles in the nation. Its booming electronics industry, which started practically from nothing during World War II, is now second largest in the country.

The same tremendous growth exists in other industries. When the Goodyear Tire and Rubber Company built a factory in Los Angeles in 1935, it marked the first major industrial firm to "Go West." Then along came the war and the roof fell in. Prognosticators said it couldn't last. Not only did it last, but the city's and county's industrial growth has become increasingly larger and more diversified.

Population increases have more than kept pace with this business development. Since 1945, people have come to Los Angeles at the rate of about 3,500 a month. Today a higher percentage of Los Angeles residents, ratio-wise, own their own homes than any other American city.

Let us teach our children to study man as well as mathematics and to build cathedrals as well as power stations.

—SIR DAVID ECCLES





#### FOR CONVENTIONS AND MEETINGS

Sticks easily to any garment, without harm. No pins. Printed in any color with emblem or trade mark.

#### PRICE ONLY 6c EACH

in 500 lots. 1,000 lots 5c each. Add 1c each for 2 color Printing. 3x3 inches in size. Just send copy wanted. We are glad to send you **FREE SAMPLES**. This is the same badge that was used at the 7th Annual National PR Conference. Order direct-from-factory and **SAVE MONEY**.

#### JACK-BILT CORPORATION

FRANK D. JACKSON, President  
906 Central St. • Kansas City 6, Mo.

#### EXCLUSIVE, NATIONAL GRASS ROOTS COVERAGE

thru  
three regional offices  
under one ownership

#### LUCE PRESS CLIPPING BUREAU

157 Chambers St., NYC 7—BArcley 7-2096  
104 W. Linwood Blvd. 715 Harrison Street  
Kansas City, Mo. Topeka, Kansas  
Write or Phone for Details

#### ATTENTION—WRITERS!

A publisher with standards invites your attention. No condescending, misleading promises, no high-pressure sales devices—such as you may already have experienced. Just honest, careful subsidy publishing, by book people—which is rare enough!

Write or mail your manuscript directly:  
**THE AMERICAN PRESS**  
Mr. Jordan, 489 Fifth Ave., N. Y. 17

#### WHAT'S GOING ON!

● Make sure you get all published items about your or your client's business each month. Bacon's clipping bureau regularly clips over 3,058 publications for over 1,000 clients. Approximately 100,000 clippings sent out per month, from business, farm and consumer publications. An invaluable service to ad managers, agencies, publicity and public relations men, researchers and others. Write for free booklet No. 55, "Magazine Clippings Aid Business." 27-24

Don't forget Bacon's 1955 Publicity Checker. Helps handle publicity more effectively. It's coded this year to show publicity used by each of our 3,058 publications. Spiral bound fabricoid, 256 pages, 6 1/4 x 9 1/2" . . . . . \$15.00. Sent on Approval.

#### BACON'S CLIPPING BUREAU

343 S. Dearborn Street • Chicago 4, Illinois  
Established 1932

#### VAZ DIAS INTERNATIONAL, INC. World-Wide Press Relations



New York-Amsterdam (Holland)  
"A by-word for news  
for half a century"

157 Chambers St., New York 7, N. Y.  
DIgby 9-2287

## PR Service Guide . . .

### COMIC BOOKLET

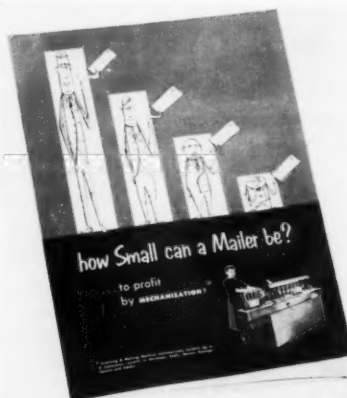
#### EXPLAINS AUTOMATION

A sequel to the popular "Adventures of Countersunk J. Lathe," comic-type booklet designed to allay workers' fears of automation, is now off the press and being distributed to industrial plant book racks throughout the country. The new booklet, entitled "The Adventures of Ripp Vann Twinkle," was prepared at the request of the many industrial firms which purchased more than 600,000 of the "Countersunk" booklets. The author plans to continue writing new booklets of the same type explaining and illustrating in popular and amusing terms the many oft-times misunderstood phases of industrial problems. **SG-90.**

### PHOTOFINISHER ANNOUNCES EXHIBITION PRINT DEPT.

One of the nation's leading black and white photofinishers announces an Exhibition Print Department to serve commercial and industrial organizations as well as amateur and professional photographers. Completed photographic exhibits, toned, mounted and matted, ready for display, at \$4.25 per 11 x 14 print. A special advisory service will also be made available in the selection of photographic material for such exhibits at no extra charge. **SG-91.**

### MAILING MACHINE CAN SAVE YOU MONEY



"How Small Can a Mailer Be?", published by a mailing machine company, has a comparative study of hand method and mechanized mailing by a Kansas City association, showing how their mailing machine will pay for itself in three years. The machine gathers up to six enclosures of varying size, stuffs them in envelopes, seals, meters postage or prints indicia, counts and stacks. Other machines handle as many as eight enclosures at speeds as high as 4,500 pieces per hour. A study of interests to any firm handling a large volume of mail. **SG-92.**

For information as to source of any equipment or service listed in this section, write to **SERVICE GUIDE**, Public Relations Journal, 2 West 46 Street, New York 36. Indicate item or items in which you are interested by referring to guide number.

### TRAVELING BILLBOARDS TO CARRY YOUR MESSAGE



New traveling billboards called Bumpa-Tel Signs to advertise any and all types of business are now available with any message the businessman desires painted on the signs. The Bumpa-Tel Signs can be mounted or unmounted in seconds, and fit conveniently in the trunk of the car when not in use. The signs have polished aluminum frames and a sheet steel face. Legs telescope into nonvisible brackets mounted behind bumper guards, do not interfere with the operation of the trunk lid. **SG-93.**

### "THE GOLD MINE BETWEEN YOUR EARS"

That's the intriguing title of a booklet by a noted creative thinker which shows how you can make more money by winning promotions, think up more cash-winning ideas, become a better parent and spouse, get more fun out of life—simply by using a gift you were born with, your ability to think up ideas. The pamphlet outlines the principles and procedures of a textbook used by some 300 colleges and universities. A technique which may make you a more valuable person—to yourself, your company, your family. **SG-94.**

### AUTOMATIC PROJECTOR

For added sales display your product, tell your story, at trade shows, in your dealer's showrooms with the Tel-A-Story automatic advertising projector. A self-contained automatic projector, using twelve 35mm color transparencies. Changes copy every six seconds. Cycle is continuous, requires no attention once placed in operation. Also available in a big show-off unit with a 600 square inch picture area. **SG-95.**



# PR Service Guide . . .

## PORTABLE TAPE RECORDER



All of the facilities of tape recording in a light portable unit that operates on a self-contained rechargeable storage battery—the type of unit that can be carried and used any place. Excellent for covering meetings, conferences, etc. where verbatim reports are important. Its excellent frequency response also makes it a good unit for radio coverage of "remotes" and for on-the-spot news coverage. The entire operation is controlled by a switch on the microphone, permitting complete freedom on the part of the operator. Housed in a handy carrying case, approximately the size of the average brief case. **SG-96.**

## CUT ENGRAVING COSTS WITH VELOX SCREENPRINTS

Velox Screenprints may cut your engraving costs by as much as 33%. For newspaper ads and mats, magazine and trade publication ads, catalogues, brochures, circulars, sales, installation and instruction manuals printed by offset or letterpress, try Screenprints for linecut prices with halftone quality. Special service for out-of-town work—finished Screenprints on their way back to you in 24 hours or less. Serving industries, photographers, and PR and advertising firms in 43 states. **SG-97.**

## EXEC-U-DEX—COMPLETE POCKET OFFICE

A pocket office to meet many business needs—daily appointments and things to be done . . . daily expense and purchase record, including mileage . . . visible file for up to 1000 prices or data on 50 items . . . telephone and address index for 390 names . . . general file folders for memorandums, notes, etc. . . . note pad with adjusto-tear-off and automatic reminding system. Available in several types of leather. **SG-98.**

## NEW TV SERVICE FOR TALENT BUYERS

A new TV service for talent buyers and sellers has been announced by a specialist in filming background scenes and inserts for commercials and programs. Called Screen Tests to Order, Inc., this new division was formed at the suggestion of agency casting directors who realized the efficiency of auditioning and casting talent from motion picture film clips showing the performer in action. Facilities for testing include 16 and 35mm sound cameras. **SG-99.**

## IDEA SOURCE FILE FOR FINE LETTERHEADS

One of America's leading designers in the graphic arts field has prepared a portfolio of original letterheads to serve as an idea source for business and professional men. The portfolio includes a tabulation of the ten qualifications of good letterhead design and some interesting information on the use of color, symbols, etc. **SG-100.**

## KEYS FOR ADVERTISING AND SALES PROMOTION

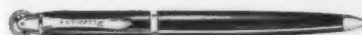


The use of the versatile "key" idea as a theme for advertising and promotional messages is one of long-standing popularity because it readily lends itself to almost any situation such as "Key to greater profits," "Key to better values" and a host of others. In addition keys can be effectively used as "magic keys," "lucky keys," etc., with an invitation to bring the key to the place of business for some particular reason. Actual keys, because of their novelty, third dimension, and bright metallic lustre, improve the visual appeal of direct mail literature and add an air of authenticity. **SG-101.**

## STIMULATING AIDS FOR GROUP ACTION

Three new pamphlets prepared by an educational association offer stimulating aids for your discussions, meetings, group action and other voluntary club activities. Titles: "How to Lead Discussions," "Planning Better Programs," "Taking Action in the Community." Single Copy and quantity prices on request. **SG-102.**

## CONVERTIBLE PEN WRITES IN TWO COLORS



Just a finger twist of the dial wheel and this new convertible ball point pen changes colors—from red to blue or vice versa. It's retractable, refillable . . . uses a non-smear, non-smudge, non-transferable ink that is banker approved the manufacturer says. Features an ultra small ballpoint. Also available as a convertible pen-pencil combination. **SG-103.**

Herbert V. GELLENDRE and Vincent Y. BOWDITCH  
Specialists  
In Theatrical Showmanship  
39 W. 67th St., N. Y. TR-3-8520  
**PLANNED and STAGED**  
1954 PRSA Conference, New York

## THE WORKING PRESS OF THE NATION

For a more effective  
Public Relations Program.

The 1955 edition of this important directory with its new companion volume offers the most comprehensive compilation of key personnel on the nation's systems of communication ever published.

Write for Details  
The National Research Bureau, Inc.  
415 North Dearborn Street  
Chicago 10, Illinois

## PRESS CLIPPINGS

News items, editorials, advertisements

Promptly

from daily and weekly newspapers, from magazines and trade papers as specified.

*Burrelle's*  
ESTABLISHED 1888  
PRESS CLIPPING BUREAU  
BARCLAY 7-5371

165 Church Street New York 7, N. Y.

will provide you with a record of your results from promotions and releases.

For Future Reference

Handsome loose leaf scrapbooks; rubber cement; plastic laminating if desired.

**BURRELLE'S**  
**PRESS CLIPPING BUREAU**  
165 Church Street • New York 7, N. Y.

# PR Service Guide . . .

## COMIC BOOK TO AID SAFE DRIVING CAMPAIGN

A comic book has taken on the serious job of helping America prevent car accidents and save lives. The 16-page, four-color booklet in the comics technique, entitled "Slow Down and Live," is being offered to companies and organizations for sponsorship as a public service. An official part of the nationwide safe driving campaign, extending from Memorial Day to Labor Day, it is endorsed by the National Conference of State Safety Coordinators, the National Safety Council and the governors of all states. Can be imprinted with the name of the sponsor. Other promotional pieces available, ranging from windshield stickers to 24-sheet posters. **SG-104.**

## PUBLICITY AND NEWS PICTURE TIE-IN

A publicity release carrying news and publicity pictures makes an attractive feature for weekly papers and affords a medium of securing publicity in "grass-roots" territory. Supplied in mat form which makes it easy for newspapers to use. **SG-105.**

## MODERN EFFICIENT LABELING ADAPTABLE TO MANY USES

For modern efficient labeling, use Ablestik. Requires no heat, water, or anything to stay in place until purposely removed, according to manufacturers. Stays put on any hard, smooth, clean, dry surface. Leaves no mark or residue upon removal. Available on cellophane, laminated cellophane, acetate fibre, light or heavy duty paper, or waterproof cloth adhesive tape in a wide range of colors. Can be printed in multicolor and any type of art design in accommodating length rolls, perforated for fast and accurate dispensing. **SG-106.**

## USE SEARCHLIGHTS FOR SPECTACULAR MESSAGES

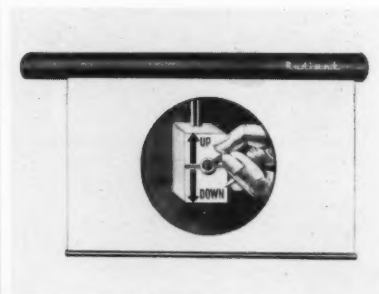
When you want more people to know about you, your product, your service, your organization, turn on your advertising searchlights—giant portable searchlights that throw an 800 million candlepower beam into the sky, attracting public attention for up to 30 miles away. Crowds flock to them like moths to a bright light. **SG-107.**

## OVER-THE-DESK SELLING WITH REAR-SCREEN PROJECTION



For dramatic over-the-desk selling, try this soundview rear-screen projector—a complete self-contained unit, lightweight and portable. Sets up in 90 seconds. The client or group of clients or customers view the rear-screen without budging from seats, without arranging and re-arranging props and desk top material, without dimming lights, without neck craning, without distortion. The projector can also be used for large-size pictures without being removed from the case—just drop the mirror and focus on the wall or screen. Uses filmstrips or 2 x 2 slides. Will operate with a phonograph or tape recorder for fully automatic sound-slide film program. **SG-108.**

## LOW-COST AUTOMATIC WALL AND CEILING SCREEN



This improved, low-cost automatic wall and ceiling screen features nonstretching brake-lining for permanence and stability; smooth release and positive locking provided by new solenoid-operated brake mechanism, and concealed safety roller lock. Designed for professional type installations where ease of operation and automatic control is desired. Ideal for use in conference and club rooms, churches, schools, and homes. Switch operated and easily installed by simple hanging from wall or ceiling. Additional cable and operating switch available for remote control operation. Available in eight sizes. **SG-109**

*YOU need more than one **POP**  
to father an idea*

-  **CREATIVE APPROACH**
-  **EFFECTIVE DESIGN**
-  **OUTSTANDING QUALITY**
-  **MODERATE COST**
-  **EXTENSIVE EXPERIENCE**
-  **COMPLETE DEPENDABILITY**

*adopt*

**THE JOHN B. WATKINS COMPANY**

9 MURRAY STREET, NEW YORK 7, N. Y. • BRAnclay 7-7210

*write for Distinguished Company - outstanding examples of creative printing.*

## NEW TRADE PUBLICATION TO SERVE ATOMIC INDUSTRY

A controlled circulation monthly trade magazine to serve atomic development throughout industry, science and medicine has been announced as the first in the nation by Macaulay Publications, a new company established for this purpose. To be named Atomic Age, the publication will cover new products, designs and developments in the nuclear field and will be dedicated editorially to support of President Eisenhower's plan of developing the atom for peacetime use.

The magazine will be sent without charge to 11,250 U. S. and Canadian engineers, scientists, professional and management men active in the field of nuclear development based on initial circulation list estimates. Distribution will be made to foreign scientists in free nations authorized by the State Department on a postage cost basis only.

The first issue will highlight the Nuclear Congress and Atomic Exposition to be staged in Cleveland, December 10-16. Distribution of the issue will be advanced to November 15 to provide maximum advance coverage.

Inquiries may be addressed to Atomic Age, P. O. Box 162, Birmingham, Michigan.

## SCORE ANNOUNCES SECOND ANNUAL REPORT CONTEST

The Score, a report to management on developments and trends in employer-employee communication, published monthly by Newcomb & Sammons, Chicago, is now conducting its Second Employes Annual Report Contest.

Judges of this year's contest include Dean Kenneth E. Olson, Medill School of Journalism, Northwestern University, chairman; S. R. Bernstein, editor of Advertising Age; Robert L. Bliss, executive vice president, PRSA; Carl C. Harrington, editor of Mill & Factory; and John A. McWethy, assistant managing editor of The Wall Street Journal.

Entries must have been distributed to employes between July 15, 1954 and July 15, 1955. Each entrant will receive an objective analysis of his entry, as soon as possible after the contest closes.

Firms planning to enter the contest should submit six copies of their report not later than July 15 of this year, accompanied by the entry fee of \$10. Entries should be addressed to Newcomb & Sammons, 224 East Ontario Street, Chicago 11, attention Employe Annual Report Contest.

## Electrocam Provides Live TV, Film—Simultaneously

Erwin, Wasey & Company, Inc., New York, has signed with DuMont for experimental use of its new Electronicam, a camera that simultaneously transmits live television pictures while making regular motion picture film—a technique of great potential value to public relations and advertising people.

The agency used the new process for one of its clients, the Admiral Corporation, on Admiral's "Life Is Worth Living" show. Said an agency spokesman, "we see a perfect chance here to solve a client problem, while saving a good deal of money. Admiral needs live commercials every week but also must have a continuous flow of film to the field for dealer spots. Making them as straight film would be prohibitively expensive. Using the DuMont Electronicam, we can make good live commercials and dealer film spots at the same time for almost no money beyond the cost of the raw film stock itself."

It is not enough to be ready to go where duty calls. A man should stand around where he can hear the call.

—ROBERT LEWIS STEVENSON

# Record



# Press

Printers of the  
**Public Relations  
Journal**

Quality Printers  
of  
**CATALOGUES  
COLOR WORK  
MAGAZINES  
BOOKS**

Sales Offices in

Washington, D. C.

Dayton, Ohio

Baltimore, Maryland

## AKATEEMINEN KIRJAKAUPPI

...you can read it again, but you read it right the first time.

It's the name of a magazine subscription agency in Helsinki\* that handles subscriptions for the

## PUBLIC RELATIONS JOURNAL

...and that reminds us, are you getting enough copies to cover all your staff members, others on the management team like the legal department, research and media departments, executive personnel, etc.? How about your local library, college, or high school... as a gift?

Please write

Subscription Department

**PUBLIC RELATIONS JOURNAL**

2 West 46 St., New York 36

\$7.50 per year, U. S.

\$8.00 per year, foreign

\*Yes, we have regular readers in Finland, and in 32 other foreign countries!!



## PROFESSIONAL DIRECTORY

### BURNS W. LEE-PATRICK O'ROURKE, INC.

*Public Relations*

Announce the opening of its

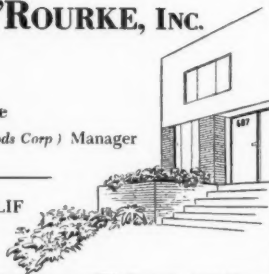
**New York Office at 608 Fifth Avenue**

William R. Baker (formerly Press Relations Manager, General Foods Corp.) Manager

Other offices:

LOS ANGELES 5, CALIF.  
607 South Hobart Boulevard  
DUunkirk 5-3061

SAN FRANCISCO 3, CALIF  
821 Market Street  
DOuglas 2-8538



### GARTLEY & ASSOCIATES, Inc.

*Financial Public Relations*

Counsel and liaison activities between corporate management and investors and financial community opinion leaders (security analysts, investment research staffs, statistical services and the financial press).

68 William Street, New York 5  
WHitehall 3-6770

BERTRAND W. HALL & CO.  
41 EAST 42D ST. NEW YORK 17, N. Y.

Specialists in . . .

- Financial Public Relations
- Stockholder Relations
- Corporate Development

SERVICE  
IN  
THE  
SOUTHWEST



THE CAIN ORGANIZATION, INC.

*Public Relations*

3906 LEMMON AVENUE • DALLAS 19, TEXAS  
LOgan 7487 • LOgan 1079

### KETCHUM, INC.

PUBLIC RELATIONS COUNSELLORS

36 Years' Experience in Regional  
and National Programs

Chamber of Commerce Building  
Pittsburgh 19, Pa.

500 Fifth Avenue  
New York 36, N. Y.

Johnston Building  
Charlotte 1, N. C.

### ROBERT D. ECKHOUSE & ASSOCIATES

*Public Relations*

175 Fifth Avenue New York City 10  
ALgonquin 4-9017

### USIA Publishes 500th Book

The U. S. Information Agency has published 500 books in less than a year in its program of encouraging the translation of worthwhile American books into local languages.

The 500th volume is David Cushman Coyle's "The U. S. Political System and How it Works." Publication was 10,000 copies in Bahasa, the official language of Indonesia, which has a population of 78 million people. To date, 43 languages have been utilized in the program, including such unusual ones to Americans as Gujarati, Hiligaynon, Ilocano, Malayalam, Marathi and Oriya.

The Information Agency's book translation project is designed to spread aware-

ness of the American way of life and its objectives. It promotes the publication of foreign editions in important areas of opinion by obtaining language rights, helping solve technical printing difficulties, and stimulating sales. Its efforts are in counteraction to the flood of printed material being distributed abroad by the Communists.

## Coming Events

August 15-19, 1955—75th Anniversary Convention and Trade Show, The Photographers' Association of America, Conrad Hilton Hotel, Chicago.

September 12-14, 1955—38th Annual Convention Direct Mail Advertising Association, Hotel Morrison, Chicago.

October 19, 1955—Annual Fall Public Relations Conference, sponsored by the St. Louis Chapter, PRSA, Hotel Statler, St. Louis.

November 10-11, 1955—Regional Conference on "The Role of Organizations in Community Development," sponsored by The Council of National Organizations of the Adult Education Association, St. Louis.

November 14-16, 1955—8th Annual National PR Conference, sponsored by the Public Relations Society of America, Inc., The Ambassador, Los Angeles.

November 14-18, 1955—Annual Convention, Financial Public Relations Association, Hollywood Beach Hotel, Hollywood, Florida.

November 21-22, 1955—Third Hawaii Public Relations Conference, Honolulu.

### EDUCATION—TRAINING

engineering and science. Included are articles on such subjects as mechanical, chemical, and electric engineering; metallurgy; chemistry; civil engineering; mathematics; safety engineering, graduate study, etc.

Prospective students, guidance counselors and science teachers everywhere may be greatly interested in this issue of the magazine, and a limited number of copies have been set aside for special requests. Write to the Carnegie Institute of Technology, Schenley Park, Pittsburgh 13, Pennsylvania.

### Maytag Foundation Grants To Medical, Negro Education

The Maytag Company Foundation, Inc., has made two more grants in the area of education.

The first is a grant of \$2,000 to the National Fund for Medical Education, which gives financial aid to the nation's eighty medical schools.

The second is \$1,000 to the United Negro College Fund which serves thirty-one colleges in the country responsible for the higher education of 91% of the Negro youth attending college.

This is the third annual grant in the same amount for each fund.



## parens\*

A speaker who bores his audience by departing verbosely from his script is called a "text deviate" by B. F. (Sandy) Coggan, manager of Convair (San Diego).

### parens

The "funny line" is the cherished talisman sought by every cartoonist. Sad thing is that so many original sallies in that direction are not imitate-proof. But Charles Adams, Peter Arno, Robert Taylor, Gardner Rea, Alajalov, Steinberg, Thurber and Soglow seem to have weathered the onslaught of limning larcenists. Funny thing they all have played featured roles in *The New Yorker*, a magazine which itself for thirty years has also defied successful imitation of its unique format and treatment. Vive l'originalité!

### parens

There are good ethical implications for public relations practice in the translation of the name of a French PR Organization. It comes out "Club of the House of Glass."

### parens

Speaking of short-sighted managements that do not see the long range implications of good public relations practices, Scott Jones, Chicago consultant, told a New Orleans audience that such business leaders think of public relations as being like tea—it demonstrates its greatest strength when it is in hot water. A variation of the old theme—"they always call for a fire brigade when the house is half burned down."

### parens

Where-have-I-heard-that-before Dept.: "I just love to work with people" (when they can neither write a sentence, or type). "I'm not so interested in money—it's the challenge I'm looking for." Give us the crusty young 'un who spat back at his editor, "Gimme the dough, boss, you keep the byline!"

### parens

"In our democracy the power of final decision rests in the hands of the people," John W. Hill, president of Hill and Knowlton, Inc., has observed. "Public opinion has the last word. Industry has every need for seeking to win public favor in a world where competition rules and where the very enterprise system itself is under constant question and frequent attack."

\* Short for "parentheses," used by typists and proofreaders.

## Action For Peace— Effective Use Of Words And Pictures

A great deal of information now exists among social scientists about ways of stimulating people to work for causes in which they believe. A recent study assembles and analyzes the major findings in the field of communication and persuasion, on the effective use of words and pictures as applied to problems faced by a peace group—the Institute for International Order.

Conducted over a period of six months, the study was made under the general supervision of Stephen E. Fitzgerald, managing partner of Stephen Fitzgerald & Company, New York. It was directed by Frank K. Kelly, former U. S. director of the International Press Institute's survey of world news.

Research in the social sciences was reviewed and summarized by William N. McPhee, a research associate at Columbia University's Bureau of Applied Social Research. The findings and recommendations were brought together by William W. Wade, former pamphlet editor of the Foreign Policy Association.

Copies of the study are reported as obtainable from Earl D. Osborn, acting president, Institute for International Order, 11 West 42 Street, New York 36.

## THINK Celebrates 20th Anniversary

THINK Magazine, published by the International Business Machines Corp., is regarded today as one of the outstanding cultured publications in the country. It was founded in June 1935 by Thomas J. Watson, Sr., IBM board chairman.

The magazine has received numerous awards and citations for both its editorial and typographical excellence, and was cited by the Freedoms Foundation in 1951, 1952 and 1954 "for outstanding achievement in bringing about a better understanding of the American way of life."

## GRIFFIN & CULVER

### PERSONNEL AGENCY

The recognized Marketplace for PUBLIC RELATIONS and ADVERTISING PERSONNEL of all types . . . . Directors  
Account Executives  
Writers & Editors

in all phases Product Publicity  
Community Relations  
Corporate Relations

Serving public relations firms in this country and abroad, write for our "Personnel Cross-Section."

280 MADISON AVE., N. Y. C.  
OREGON 9-2690

## Pictorial Media

After teachers have requested and used 6,500,000 copies of "Adventures Inside the Atom" (first published in 1948), GENERAL ELECTRIC is having it revised to include more recent developments in atomic power. This is one of GE's 13 teaching aids in the "comics" technique.\*

FORD TRACTOR's major sales promotion mailing piece for 1955 is a 16-page, four-color booklet, introducing its new five-model line. "What One Farm Family Found Out . . ." is the first special-purpose "comics" booklet printed in rotogravure. Dealers and distributors saw samples, ordered 3,000,000 copies, now report "100% box-holder coverage. Everybody repeat everybody read it" . . . "Woman came in to buy two more copies. Her children were fighting for the single mailed copy." . . . "Many farmers have visited dealerships mentioning the book who never appeared before."\*

A broadside all in cartoon and verse is AMERICAN CYANAMID's choice for a reading rack piece and hand-out for plant tours and open houses.\*

COCA COLA's current youth PR campaign utilizes "comics" technique to guide young people toward constructive, rewarding leisure-time activities. Supplementing "Having a Wonderful Time This Vacation" are guides for teachers and recreation directors.\*

In the field of employe communications, June 22-23 marked the quarterly meeting of Pictorial Media's ADVISORY BOARD of specialists from business and industry. The board reviewed PM's employe magazine features and in-plant poster programs, set criteria for future subject areas and treatment. New services include cost-reduction, suggestion system posters, rack booklets on economic facts-of-life.

The comics technique, as developed and adapted by Pictorial Media, Inc. to serve business and industry, attracts readership among both youth and adult audiences, proves effective in conveying information, molding attitudes. Typical Pictorial Media projects are sales training (for A & P and TELECHRON), economic education (for NAM and INDUSTRIAL INFORMATION INSTITUTE), package inserts (for THOM McAN), sales promotion (for U. S. RUBBER, COCA COLA), product selling (for INTERNATIONAL HARVESTER, FORD, SERVEL, BANKER'S LIFE), school programs (for INTERNATIONAL PAPER, SWIFT, WILDROOT, STANDARD OIL).

\*All created and produced by Pictorial Media, Inc. For case histories, samples and research findings, write to 205 East 42nd Street, New York 17, N. Y., or phone LEXington 2-5396.

(Advertisement)

# THE HOPPER

## We Are Taken To Task

Your editorial (Word For The Critics, February issue) gives me an insight into the Journals' philosophy which I find disturbing.

Primarily, this stems from an apparent editorial policy of attempting to cover up or wink at devious PR practices, to avoid controversial issues, and to depict the PR world as one of sweetness and light. Apparently you're afraid to call a spade a spade—in print—preferring instead to say, in effect: "Yes, there are some things wrong with the PR profession, but if we don't look at them or mention them, maybe they'll go away."

Doesn't it amaze you to learn that millions are spent on publicity releases that editors never look at—and how to overcome this editorial repugnance? Doesn't it astound you to learn that PR staffs of big corporations still follow outmoded methods? Still violate fundamental rules you say "every novice reporter or publicity man knows about"? If they do know about them, and still do them (meaning devious practices) isn't it within your province to comment upon the situation? Aren't you trying to be the mouthpiece of the PR profession? Who is going to tell the profession about such things if YOU don't? Certainly not The Stockmen's Journal!

... I'll agree, in the main, that your readers may want a certain amount of "How it's done" material—but not a steady diet. That sort of step by step, textbook stuff can make pretty dull reading, and rarely is thought-provoking. On the other hand, what would be more thought-provoking than to have a PR man read a tale of how a huge public relations blunder was made over the sale of \$3,000,000 worth of new aircraft tools here in Detroit for \$90,000, and say "Boy! I'll know better than to make THAT mistake! Now, what was done to get out of the hole?" And read on to find out. Or what a bad situation existed when rumors began to fly around last year that Buick's windshields and windows cracked whenever the car hit a bump or was jacked up, and what was done to inform the public?

Frankly, I don't think most PR men want a milktoast, spineless, "How To Make Your Own Do-It-Yourself PR Kit" type of magazine. You don't have to make it a rabble-rousing, radical rag—but once in a while give your readers something that will stir their interest, set them talking, and thinking. No PR man worth his salt shies at abuse when it is founded on fact.

And reread your editorial. There ain't a fact in it, brother, worthy of the name!

G. R. JOHNSTON

Dodge Brothers Corporation  
Detroit, Mich.

## Religion In American Life

I have just noted your "News in View," picture on page 16 (May issue) of officials planning volunteer participation by PRSA for the 1955 Religion in American Life campaign.

It is good to see PRSA lending a helping hand to this campaign to reinstill into the national thinking the unalterable fact that religion does belong in American life. May PRSA collectively and individually give much and get much from participation in this campaign.

HERBERT FORD

Public Relations Director  
Southern California Conference of  
Seventh-Day Adventists  
Glendale, California

## Journal Brings Solid Response

In the May issue of the Public Relations JOURNAL we offered to public relations men a free copy of our manual on how to run a successful children's Christmas party. The response to this offer simply overwhelmed us. From the many letters we have received from public relations men who have received the manual we have been gratified to learn that this little book has proved so helpful. A limited number are still available for those who missed our offer in the May issue.

Your readers may also be interested to know that we have since published two additional manuals which they may have. The first is a complete manual on industrial picnics with illustrations, charts, samples of letters, arrangements checklist and 65 illustrated picnic games. We have been told by industrial relations men that this manual is the most helpful, unique and complete in this field.

Our second booklet is a manual entitled, "A Guide to Safety Promotion." This little book, which may be had free on request, is a first venture into what has been an uncharted wilderness. The promotion of safety consciousness has now become a matter of concern to all executives in a plant, not simply the Safety Director. Our booklet is a distillation of our experience in the psychological and promotional aspects of safety which have become as important as the physical and engineering aspects. Public relations men will find much of value in this book.

ELLIOTT MEREDITH

Public Relations Director  
Organization Services, Inc.  
10200 Grand River Avenue  
Detroit 4, Michigan

The competent doing of the day's work may keep us so busy that we forget to appraise the long-range purpose and value of what we are doing. We may be running very fast with very little idea of where we are going. While we are learning to be effective, we should also be learning what is most worthwhile to be effective about.

ARTHUR E. MORGAN.

## Classified Advertising

When answering advertisements please address as follows: Box number, PUBLIC RELATIONS JOURNAL, 2 West 46th Street, New York 36, N. Y. Rates: "Positions Wanted" \$1.00 per line, 5-line minimum; "Help Wanted" \$2.00 per line, 5-line minimum. Payable in advance.

(Deadline for copy is the 10th of month preceding date of publication.)

## Help Wanted

### SCIENCE WRITER

Eastern Pharmaceutical Manufacturer seeks a college graduate in premedicine, biology or chemistry with experience in semi-promotional technical writing. Position entails planning clinical studies; writing and editing manuscripts; planning scientific exhibits for medical meetings; analyzing data; preparing rough graphs, case report forms, and charts; contacting physicians through correspondence and through personal visits. Applicant should possess rare combination of imagination and ability to pay careful attention to detail. Comprehensive benefit program. Send complete record of education and previous experience.

MAGAZINE BOX NUMBER BK-6

### PUBLIC RELATIONS ASSISTANT

College graduate well grounded in publicity writing and willing to undertake a variety of details both in and out of office needed by ethical Pharmaceutical Manufacturer (located in Philadelphia). Projects include arrangement of magazine interviews, symposia, publications and TV. Company provides comprehensive benefit program. State age, education, experience and salary requirement.

BOX NUMBER SK-7

### PUBLIC RELATIONS

Ethical Drug Manufacturer located in Philadelphia desires Public Relations Man with several years of experience to head publicity and employee communications section. Desirable background includes writing experience in news or production releases, feature articles or house organs. College degree in Journalism or English. Liberal benefit program. State age, education, experience and expected salary.

BOX NUMBER BK-7

## Positions Wanted

YOUNG WOMAN, 10 years' experience writer-editor for national magazines, desires public relations position in industry such as transportation, oil, etc. in California. Available for interviews on west coast July 20 to Aug. 6. Resumé on request. Box TF-7.

Leading aircraft company has opening in PR for man with feature and news writing ability. Navy aviation background preferred. Give full resumé. Box GS-7.

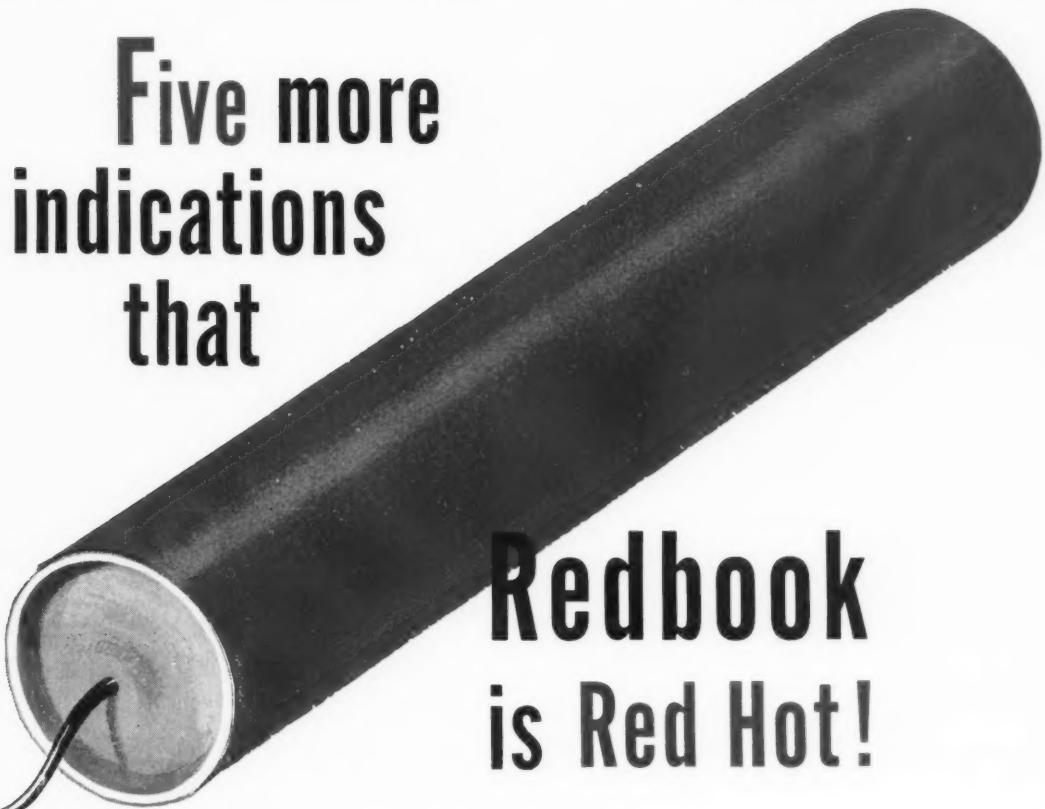






Five more  
indications  
that

Redbook  
is Red Hot!



★ **TOTAL CIRCULATION IS 2,212,508\***  
—highest in Redbook history.

★ **NEWSSTAND CIRCULATION, NOW 949,151**  
—highest since World War II.

★ **WINNER OF THE BENJAMIN FRANKLIN MAGAZINE AWARD GOLD MEDAL  
FOR PUBLIC SERVICE** for "the most distinguished and meritorious  
service by an American magazine of general circulation during 1954."

★ **ADVERTISING REVENUE:**  
1st six months of '55 tops '54 by more than 14%.

★ **ADVERTISING LINAGE:**  
2nd six months business now on the books exceeds the total linage  
run in the same period last year!

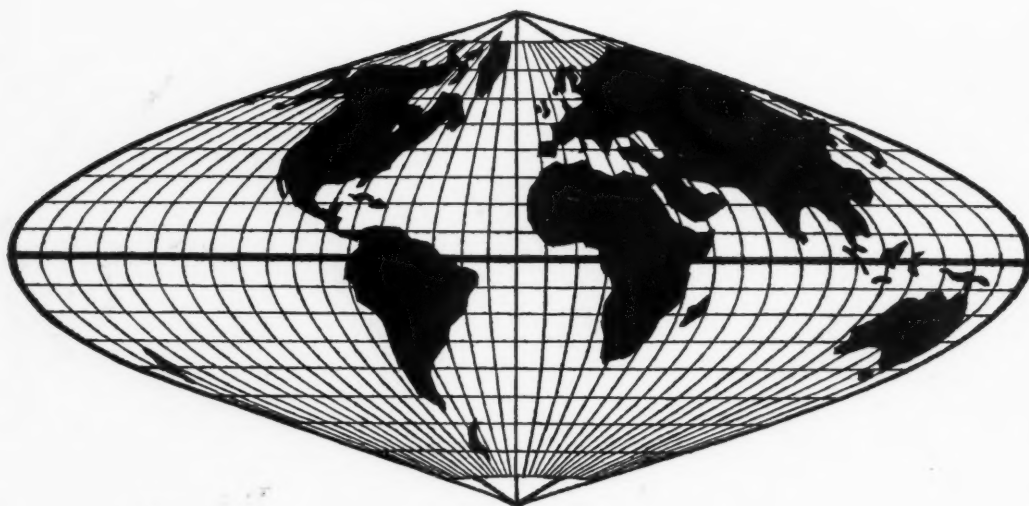


**Redbook**

*The Magazine for Young Adults*

\*A.B.C. 1st 3 mos. 1955

The  
New Yorker  
really  
gets  
around!



From Texas to Tasmania\*, native customs include the weekly shopping tour through the advertising pages of The New Yorker. The New Yorker really gets around—every issue finds its way into 4,000 cities and communities all over the U.S. and overseas. Through The New Yorker you reach New York-minded people from River Rouge to the Red River. You sell the people other people follow.

\*In Tasmania: twelve swashbuckling subscribers to The New Yorker; in Texas: 7,656 buy it.



THE  
NEW YORKER

No. 25 West 43rd Street, New York 36, New York

